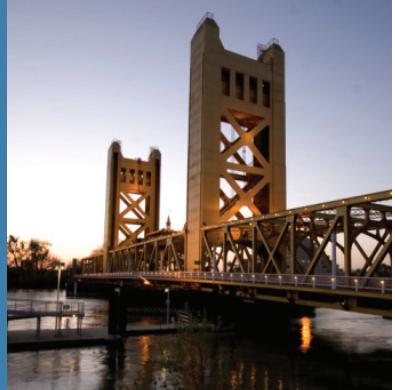


Public Opinion Poll on Community Priorities



Sacramento



SIERRA HEALTH FOUNDATION
An Endowment for Northern California

Report prepared for
Sierra Health Foundation
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TRAMUTOLA

Report prepared by:



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Dear Friends and Colleagues,

Those of you who have followed Sierra Health Foundation's work over the past several years are aware of the significant investments we have made in efforts that promote the healthy development of youth. The board of directors and staff decided to pursue this grantmaking direction after a lengthy review that deepened our collective understanding of the influence that social, economic and environmental conditions have on youth and their long-term health and well-being. More commonly known as the Social Determinants of Health (SDH), this area of study and learning has long been the centerpiece of the foundation's program investment philosophy. More recently, interest in SDH has grown rapidly across a broad range of institutions that are beginning to look beyond the necessary provision of health coverage and clinical care for strategies that more equitably distribute wellness and prosperity.

Accordingly, we believe we have reached a critical point in our youth investment timeline, where better understanding public perception about the importance of youth development – where it ranks in relation to other approaches, as well as its standing in relation to other important social issues – is essential for determining how best to move forward. Thus, the following report was commissioned by Sierra Health Foundation as a means of informing the future direction of its youth-focused grantmaking. Moreover, as we engaged stakeholders in the work that produced this report, we came to appreciate that other public and private institutions assessing similar and/or related policy questions would be interested in its results. In this regard, we plan to share its results broadly, with the hope that others will put this report's findings to the highest and best use possible.

Finally, it's fair to ask why we would undertake this type of research effort when near-term prospects for increasing public and private investment in youth-oriented programming seem unlikely. Although we admit that at first blush it may seem counterintuitive, our assessment of the current fiscal environment is what led us to conclude this type of inquiry was timely and relevant. We would argue that it is critically important during such periods that local and state policy-makers and public and private funders understand where the public believes available resources would best be deployed, as well as their willingness, or not, to increase the availability of resources, and the outcomes they want their investments to achieve. We believe it is precisely during these times that rigorously developed, nonpartisan information on these questions adds extraordinary value to public debate and action.

We hope that you, our colleagues, find this information as compelling and informative as we have. We look forward to continuing our community's dialogue about how we can best ensure that our youth are well prepared for a healthy and productive future.

Chet Hewitt
President and CEO
Sierra Health Foundation

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INTRODUCTION

Sierra Health Foundation is a private philanthropy investing in and serving as a catalyst for ideas, partnerships and programs that improve health and the quality of life in Northern California through convening, educating and strategic grantmaking. Since it began grant funding in 1985, Sierra Health has awarded more than \$76 million in cash grants to 776 nonprofit organizations. The foundation also provides in-kind meeting and event space for nonprofit organizations through its Conference and Convening Program. Each year, approximately 15,000 people attend meetings held at Sierra Health facilities. The foundation's funding region includes 26 counties in northeast California.

One of Sierra Health Foundation's most important undertakings has been its investments in youth and youth development. Sierra Health programs, such as the REACH initiative, provide financial and capacity-building support to organizations and collaboratives working to dramatically improve the quality, efficacy, and accessibility of youth programming in our region. REACH, in particular, focuses on the critical time—primarily between 10 and 15 years of age—when youth are increasingly independent. An outcome of their growing independence is their ability to significantly influence—through behavior, decision making and attitude—long-term education, health and well-being outcomes. It is during this period that connections to caring relationships and positive opportunities to develop, test, and apply the skills, knowledge, and behaviors necessary to become healthy and productive adults are essential. Sierra Health believes that all youth should have access to the range of support required for them to successfully navigate their path to adulthood, and that the long-term prospects for the region, state, and nation are inextricably tied to ensuring they do so.

MOTIVATION FOR RESEARCH The primary goal of this study was to measure public perceptions, opinions and priorities as they pertain to youth issues in Sacramento for the purposes of further developing public and private youth programming and public policy in the Sacramento region. By presenting a *statistically reliable* profile of public opinion on youth issues, the survey results and analyses presented in this report will provide Sierra Health with information that can be used to make sound, strategic decisions in a variety of areas, including program development and enhancements, community outreach, marketing, budgeting, policy-making, advocacy and planning.

In brief, the survey was designed to:

- Measure the importance that Sacramento voters assign to various local issues, as well as their perceptions of how well these issues are being addressed by government agencies and community groups.
- Profile their support for two different frames for addressing youth from alternative approaches—one focusing on enforcement, the other focusing on youth development
- Identify the specific programs and services they would most favor funding
- And evaluate how public debate about youth issues may shape the public's support for funding youth-related initiatives.

OVERVIEW OF METHODOLOGY A full description of the methodology used for this study is included later in this report (see *Methodology* on page 39). In brief, a total of 600 randomly selected registered voters in the City of Sacramento participated in the survey between June 24 and July 1, 2009. The interviews were administered by telephone, and the average interview lasted 16 minutes.

One of the objectives of the study was to determine whether Sacramento voters generally favor an enforcement approach to addressing youth issues, or a youth development approach that focuses on providing leadership and community service opportunities, skills development, and support services. To reliably estimate support for both types of proposals, a split-sample methodology was employed such that 300 respondents received a proposal that focused on enforcement, whereas 300 received a proposal that focused on youth development. All 600 respondents received generic questions that applied to both types of proposals. For more on the sampling and questionnaire design, see *Methodology* on page 39.

ORGANIZATION OF REPORT This report is designed to meet the needs of readers who prefer a summary of the findings as well as those who are interested in the details of the results. For those who seek an overview of the findings, the sections titled *Just the Facts* and *Conclusions* are for you. They provide a summary of the most important factual findings of the survey in bullet-point format and a discussion of their implications. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the survey by topic area (see *Table of Contents*), as well as a description of the methodology employed for collecting and analyzing the data. And, for the truly ambitious reader, the questionnaire used for the interviews is contained at the back of this report (see *Questionnaire & Toplines* on page 42) and a complete set of crosstabulations for the survey results is contained in Appendix A.

ACKNOWLEDGMENTS True North thanks Sierra Health Foundation and Tramutola LLC for the opportunity to conduct the survey, as well as for their contributions to the design of the survey. Their collective expertise, local knowledge, and insight improved the overall quality of the research presented here.

DISCLAIMER The statements and conclusions in this report are those of the authors (Dr. Timothy McLarney and Richard Sarles) at True North Research, Inc. and not necessarily those of Sierra Health Foundation. Any errors and omissions are the responsibility of the authors.

ABOUT TRUE NORTH True North is a full-service survey research firm that is dedicated to providing public and not-for-profit agencies with a clear understanding of the values, opinions, perceptions, priorities and concerns of their constituents and communities. Through designing and implementing scientific surveys, focus groups and one-on-one interviews, as well as expert interpretation of the findings, True North helps its clients to move with confidence when making strategic decisions in a variety of areas—such as planning, policy evaluation, performance management, establishing fiscal priorities, program development and evaluation, and developing effective public information campaigns. During their careers, Dr. McLarney and Mr. Sarles have designed and conducted over 500 survey research studies for public and not-for-profit organizations.

EXECUTIVE SUMMARY

JUST THE FACTS Below is an outline of the main factual findings from the survey. For the reader's convenience, we have organized the findings according to the section titles used in the body of this report. Thus, to learn more about a particular finding, simply turn to the appropriate report section.

Local Issues & Needs

- When asked in an open-ended manner to identify the most important issue facing Sacramento that they would like local leaders to address, by far the most salient issue was addressing the fiscal crisis and budget issues, as it was mentioned by 44% of respondents. Among the remaining issues, improving public safety (9%), attracting local jobs/addressing unemployment (9%), improving education (7%), and improving the governmental process (6%) were all mentioned by at least five percent of respondents.
- When provided with a list of six specific issues and asked to rate the importance of each, providing a quality education in local schools received the highest percentage of respondents indicating that the issue was either extremely or very important (87%), followed by providing fire protection services (86%), maintaining public safety (86%), and providing youth with positive alternatives to gangs, drugs and crime (69%).
- For the same list of issues, voters perceived there to be large differences in how well community needs are being met in each of the areas. At the top of the list, 78% of respondents indicated that public agencies and other groups are doing an excellent or good job in providing fire protection, followed by maintaining public safety (56%), and maintaining local streets and roads (47%).
- At the other end of the spectrum, just one-quarter (25%) of respondents felt that public agencies and groups are doing an excellent or good job in providing youth with positive alternatives to gangs, drugs and crime, and just one-third of respondents (33%) used excellent or good to describe how well school districts are doing in providing a quality education in local schools.

Baseline Opinions

- With only a brief description of the proposal that focused on **Enforcement**, 73% of respondents initially indicated that they would definitely or probably support the proposal, whereas 16% stated that they would oppose the proposal and 10% were unsure or unwilling to share their vote choice.
- Initial support for the proposal that focused on **Youth Development** was considerably stronger, with 81% of respondents indicating that they would definitely or probably support the proposal, 11% opposed, and 8% unsure or unwilling to share their vote choice.

Tax Threshold

When asked if they would support a parcel tax to fund the aforementioned proposals, support varied depending on the tax rate.

- At the highest tax rate tested (\$59 per year per property), 58% of voters surveyed indicated they would vote in favor of the **Enforcement** proposal, with support being somewhat higher (62%) for the **Youth Development** proposal at the same rate.

- Incremental reductions in the tax rate resulted in incremental increases in support for the parcel tax, with 68% of those surveyed for the **Enforcement** proposal and 70% of those surveyed for the **Youth Development** proposal indicating they would support a parcel tax at an annual rate of \$29 per property to fund the proposal.

Projects & Services

- Among the projects and services that could be funded by the **Enforcement** proposal, respondents most favored providing job skills, training and first-hand work experience for young people (86% strongly or somewhat favor), followed by providing after-school, weekend and summer recreation programs so that kids have a safe place to go with supervised activities (82%), and opening schools as community centers in the evenings to offer social services and academic support for youth and families (81%).
- The projects that received the least amount of support in the **Enforcement** proposal were the enforcement and public safety-related programs, including increasing the presence of law enforcement at local schools (61%), hiring additional fire fighters to improve fire protection services and emergency response (66%), hiring juvenile probation officers to increase intervention programs (67%), and hiring additional police officers for neighborhood oriented policing (70%).
- Overall, respondents who received the **Youth Development** version of the proposal most strongly favored providing job skills, training and first-hand work experience for young people (86% strongly or somewhat favor), followed by providing outreach and tutoring programs that keep kids from skipping school or dropping-out altogether (84%), and providing counseling, intervention, and educational programs that keep kids from joining gangs (84%).

Positive Aspects

When presented with positive statements about the **Enforcement** proposal, respondents found the following to be the most compelling:

- *It costs taxpayers 170,000 dollars per year to put a kid in juvenile detention or in prison. It is much less expensive to provide kids with the education and support services they need to avoid gangs and crime in the first place. This proposal will help save money and save lives.*
- *This proposal will fund programs that are proven to reduce school drop-out rates and increase the number of young people who are prepared for the job market.*
- *This proposal will protect our kids and give them positive alternatives to gangs, drugs and violence.*

When presented with positive statements about the **Youth Development** proposal, respondents found the following to be the most compelling:

- *It costs taxpayers 170,000 dollars per year to put a kid in juvenile detention or in prison. It is much less expensive to provide kids with the education and support services they need to avoid gangs and crime in the first place. This proposal will help save money and save lives.*
- *This proposal will fund programs that are proven to reduce school drop-out rates and increase the number of young people who are prepared for the job market.*
- *This proposal is a small price to pay to ensure that all kids get an education, can compete in the job market, and become productive members of our community. Investing in our youth will benefit our entire community.*

Interim Measure of Opinion

After providing more details regarding the types of programs and services envisioned for the proposals, exposing respondents to the types of positive statements they may encounter during future public discussions, as well as introducing the possibility of a parcel tax to fund the proposals:

- Support for the **Enforcement** proposal at this point was found among 68% of respondents, with 25% of respondents opposed to the proposal and an additional 7% unsure or unwilling to state their vote choice.
- Support for the **Youth Development** proposal was considerably stronger at 79%, with 17% of respondents opposed to the proposal and an additional 4% unsure or unwilling to state their vote choice.

Negative Aspects

When presented with negative statements about the **Enforcement** proposal, respondents found the following to be the most compelling:

- *The City government can't be trusted with an additional tax. They will mismanage the money or spend it on their own pet projects.*
- *People are having a hard time making ends meet with the housing crisis, financial crisis, and the economy in recession. Now is NOT the time to be raising taxes.*
- *Taking a "get tough" law enforcement approach to the gang problem will not work. This proposal is treating the symptom, not the problem. If we want to solve the gang problem, we need to provide social programs that prevent kids from joining gangs in the first place.*

When presented with negative statements about the **Youth Development** proposal, respondents found the following to be the most compelling:

- *People are having a hard time making ends meet with the housing crisis, financial crisis, and the economy in recession. Now is NOT the time to be raising taxes.*
- *The City government can't be trusted with an additional tax. They will mismanage the money or spend it on their own pet projects.*
- *Experts say that raising taxes during a recession will hurt the economy even more.*

Final Measure of Opinion

By this point in the survey, respondents had learned a lot about the Enforcement and Youth Development proposals—including the projects and services that could be funded, the possibility of funding the proposals with a parcel tax, as well as positive and negative statements about the proposals.

- At this point in the survey, support for the **Enforcement** proposal was found among 67% of respondents, with 27% opposed to the proposal and 6% unsure or unwilling to state their vote choice.
- Support for the **Youth Development** proposal remained substantially higher at 76%, with 20% opposed to the proposal and 3% unsure or unwilling to state their vote choice.

Perceived Safety

- Respondents' feelings of safety varied considerably depending on the setting. Nearly all residents (95%) stated that they feel safe walking alone in their neighborhoods during the day. After dark, however, the proportion who indicated that they feel safe walking alone in their neighborhood declined to 72%, and fewer still (56%) indicated that they feel safe walking alone in business areas after dark.

CONCLUSIONS As noted in the *Introduction*, this study was designed to measure public perceptions, opinions and priorities as they pertain to youth issues in Sacramento for the purposes of further developing public and private youth development and youth programming in the Sacramento region. By presenting a *statistically reliable* profile of public opinion on youth issues, the survey results and analyses presented in this report will provide Sierra Health, as well as other public and private institutions, with information that can be used to make sound, strategic decisions in a variety of areas, including program development and enhancements, community outreach, marketing, budgeting, policy-making, advocacy and planning. Whereas subsequent sections of this report are devoted to conveying the detailed results of the survey, in this section we attempt to 'see the forest through the trees' and note how the collective results of the survey answer some of the key questions that motivated the research.

The following conclusions are based on the True North's and Tramutola's interpretations of the results, as well as the firms' collective experience conducting similar studies for public and not-for-profit agencies throughout the State.

To what extent does the public perceive a need to address youth issues?

Although the need to resolve the budget crisis that grips the City of Sacramento and the State is the most *salient* issue with Sacramento voters, voters clearly identified youth issues as being the area that the City, school districts and other groups have the greatest opportunity to better meet the needs of their community.

More than two-thirds of voters cited providing a quality education in local schools and providing youth with positive alternatives to gangs, drugs and crime as being extremely or very important issues. Yet, when compared to other important services such as providing fire protection and maintaining public safety, voters were far less positive in their assessment of how well youth issues are being addressed by public agencies and other groups. For example, whereas 78% of voters indicated that agencies are doing an excellent or good job providing fire protection services, just one-quarter (25%) felt that public agencies and groups are doing an excellent or good job in providing youth with positive alternatives to gangs, drugs and crime—and just one-third (33%) used excellent or good to describe how well school districts are doing in providing a quality education in local schools.

Does the public favor an enforcement or youth development approach?

One of the key objectives of the study was to determine whether Sacramento voters generally favor an enforcement approach to addressing youth issues, or a youth development approach that focuses on providing leadership opportunities, skills development, and support services.



On this question, the survey results were unequivocal: Sacramento voters favor a youth development approach.

The evidence for this conclusion can be found throughout the study. At each point that it was tested, voter support for the Youth Development proposal was approximately 10% higher than support for the alternative Enforcement proposal that focused on reducing crime, expanding neighborhood policing, and gang prevention programs. Projects and services that were consistent with a youth development approach topped the list of programs that voters strongly favored funding, including providing job skills, training and first-hand work experience for young people, providing after-school, weekend and summer recreation programs so that kids have a safe place to go with supervised activities, and opening schools as community centers in the evenings to offer social services and academic support for youth and families. In contrast, voters ranked many of the enforcement-oriented services at the bottom of their priority list for funding.

Statements about the need for—and benefits of—the Youth Development proposal also resonated to a greater degree with Sacramento voters than statements about the merits of an enforcement approach (see below for more on messaging).

What specific programs does the public most strongly favor funding?

All of the programs and services tested in this study were generally popular with Sacramento voters. Nevertheless, certain programs were given priority status for funding, including: providing job skills, training and first-hand work experience for young people, providing after-school, weekend and summer recreation programs so that kids have a safe place to go with supervised activities, opening schools as community centers in the evenings to offer social services and academic support for youth and families, providing outreach and tutoring programs that keep kids from skipping school or dropping-out, providing counseling, intervention, and educational programs that keep kids from joining gangs, and providing support services to underprivileged youth so that all kids have an equal chance to succeed in school.

How will public debate alter support for youth-related proposals?

As noted in the body of this report, individuals' opinions about issues are often not rigid, especially when the amount of information presented to the public on an issue has been limited. Thus, in addition to measuring *current* support for the Enforcement and Youth Development proposals, one of the goals of this study was to explore how voters' opinions about the proposals may be shaped by the additional information they could encounter as these issues enjoy greater public discussion and debate in the future.

It is clear from the survey results that voters' opinions about the proposals are somewhat sensitive to the nature—and amount—of information

that they have about the proposals. Information about the specific programs and services that could be funded, as well as positive statements about the proposals, were found by many respondents to be compelling reasons to support the proposals. Moreover, this information played an important role in preventing a significant erosion of support for the proposals once respondents were exposed to the types of negative statements they will likely encounter as youth issues experience greater public debate.

Accordingly, one of the keys to building and *sustaining* public support for addressing youth development issues will be the presence of an effective public education effort that focuses on the need for—and benefits of—youth development approaches.

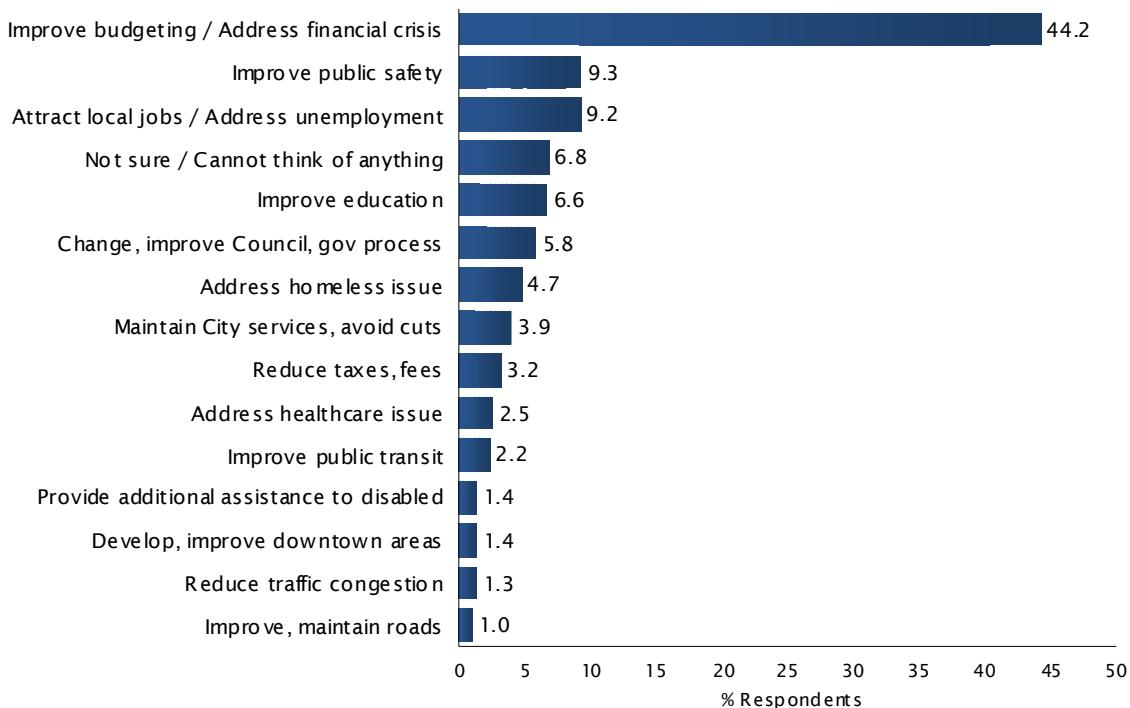
LOCAL ISSUES & NEEDS

The opening series of questions in the survey were designed to gauge the importance that Sacramento voters assign to a variety of issues, as well as determine how well they think these issues are being addressed by their city, school districts and other groups.

IMPORTANT LOCAL ISSUES The first question in this series was designed to allow respondents the opportunity to indicate what they feel is the most important issue facing Sacramento that they would like local leaders to address. Rather than prompt respondents with specific issues or options, Question 1 was posed in an open-ended manner to encourage the respondent to mention the issue that was most salient to them at the time. The verbatim responses were later reviewed by True North and grouped into the categories shown in Figure 1 below.

Question 1 *To begin, what would you say is the most important issue facing Sacramento that you would like local leaders to address?*

FIGURE 1 MOST IMPORTANT ISSUE



By far the most salient issue on Sacramento voters' minds was addressing the fiscal crisis and budget issues, as it was mentioned by 44% of respondents. Among the remaining issues, improving public safety (9%), attracting local jobs/addressing unemployment (9%), improving education (7%), and improving the governmental process (6%) were all mentioned by at least five percent of respondents.

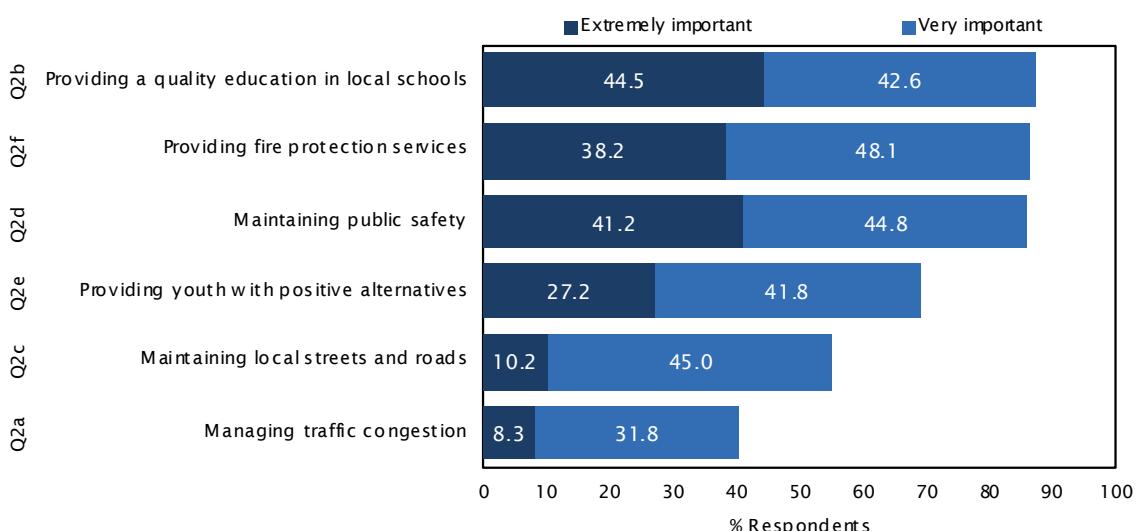
Having measured the issues that are 'top of mind' with voters, the survey next presented respondents with a list of six specific issues facing their communities and asked them to rate the

importance of each issue. Because the same response scale was used for each issue, the results provide an insight into how important each issue is on a scale of importance *as well as* how each issue ranks in importance relative to the other issues tested. To avoid a systematic position bias, the order in which the issues were read to respondents was randomized for each respondent.

Figure 2 presents each issue tested, as well as the importance assigned to each issue by survey participants, in rank order of importance.¹ Overall, providing a quality education in local schools received the highest percentage of respondents indicating that the issue was either extremely or very important (87%), followed by providing fire protection services (86%), maintaining public safety (86%), and providing youth with positive alternatives to gangs, drugs and crime (69%).

Question 2 *Next, I'm going to read a list of issues facing your community and for each one, please tell me how important you feel the issue is to you, using a scale of extremely important, very important, somewhat important or not at all important.*

FIGURE 2 IMPORTANCE OF LOCAL ISSUES

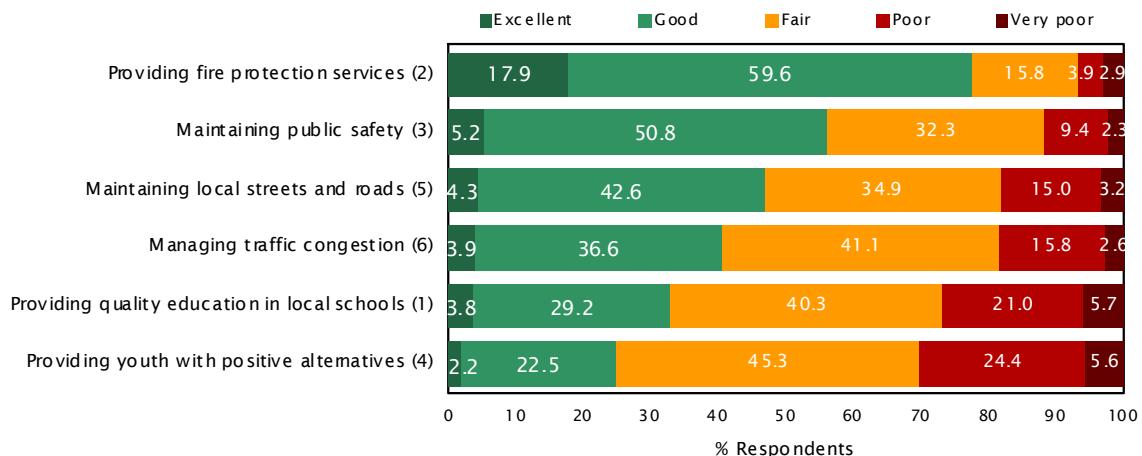


COMMUNITY NEEDS BEING MET? Having measured the importance that Sacramento voters assign to each of the issues tested in Question 2, the survey next asked—for the same list of issues—how well they think the City, school districts and other groups are doing in addressing the community's needs in each area. As shown in Figure 3 on the next page, voters perceived there to be large differences in how well community needs are being met in each of the areas. At the top of the list, 78% of respondents indicated that public agencies and other groups are doing an excellent or good job in providing fire protection, followed by maintaining public safety (56%), and maintaining local streets and roads (47%). At the other end of the spectrum, just one-quarter (25%) of respondents felt that agencies and groups are doing an excellent or good job in providing youth with positive alternatives to gangs, drugs and crime, and just one-third of respondents (33%) used excellent or good to describe how well school districts are doing in providing a quality education in local schools.

1. Issues are ranked based on the percentage of respondents who indicated the issue was either extremely important or very important.

Question 3 For the same list of issues, I'd like to know how well you think the City, school districts and other groups are doing in addressing the community's needs. Here is the (first/next) issue: _____. Are they doing an excellent, good, fair, poor, or very poor job in this area?

FIGURE 3 RATING OF EFFORTS TO ADDRESS LOCAL ISSUES²



2. The importance ranking for each issue based on the answers to Question 2 are shown in parentheses to the right of the issue label.

BASELINE OPINIONS

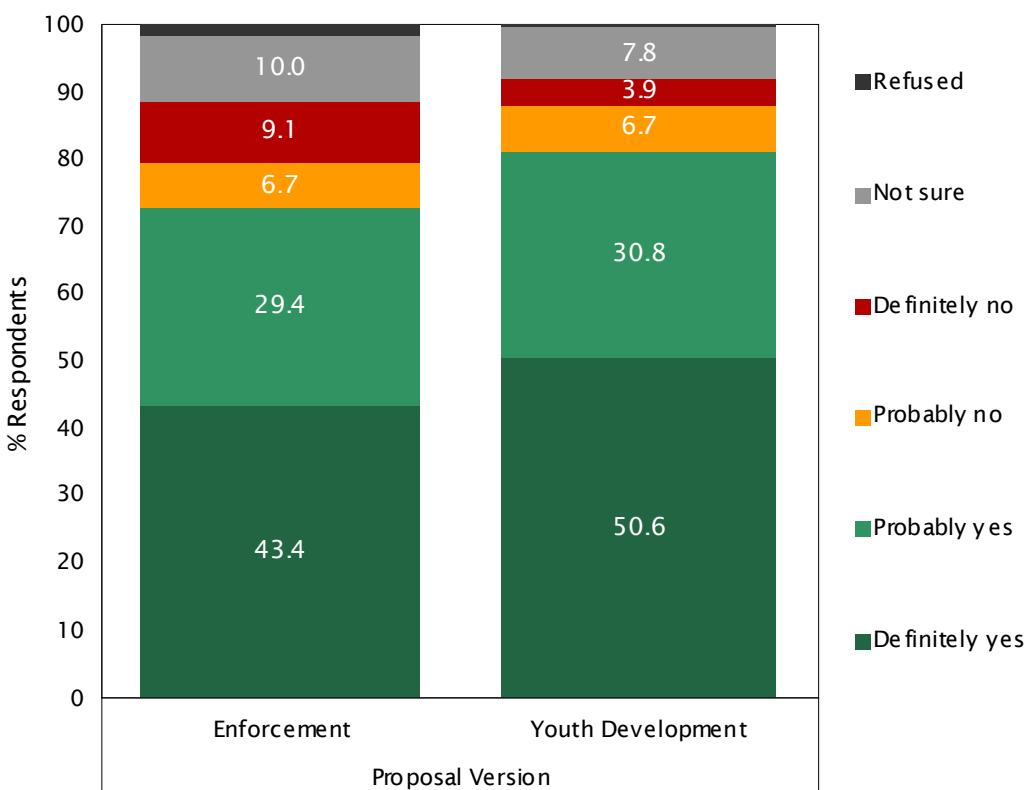
One of the key objectives of the study was to determine whether Sacramento voters generally favor an enforcement approach to addressing youth issues, or a youth development approach that focuses on providing leadership opportunities, skills development, and support services. To reliably estimate support for both types of proposals, a split-sample methodology was employed such that 300 respondents received a proposal that focused on Enforcement (see *Question 4* below for exact wording), whereas 300 received a proposal that focused on Youth Development (see *Question 6*). Once assigned a particular proposal, the respondent received the same version throughout the survey. Questions 4 and 6 were designed to take an early assessment of voters' support for the respective proposals.

The motivation for placing Questions 4 and 6 up-front in the survey is twofold. First, voter support for a proposal can often depend on the amount of information they have about a proposal. At this point in the survey, the respondent has not been provided information about the proposals beyond what is presented in the language shown below. Questions 4 and 6—also known as the Baseline Opinion Tests—are thus a good measure of voter support for the proposals *as it is today*. Because the Baseline Opinion Tests provide a gauge of 'uninformed' support for the proposals, they also serve a second purpose in that they provide a useful baseline from which to judge the impact of various information items conveyed later in the survey on voter support for the proposals.

SUPPORT BY PROPOSAL TYPE Figure 4 on the next page presents the results of the Baseline Opinion Tests for both the Enforcement and Youth Development proposals. Overall, 73% of respondents indicated that they would definitely or probably support the Enforcement proposal, whereas 16% stated that they would oppose the proposal and 10% were unsure or unwilling to share their vote choice. Support for the Youth Development proposal was considerably stronger, with 81% of respondents indicating that they would definitely or probably support the proposal, 11% opposed, and 8% unsure or unwilling to share their vote choice.

Question 4 *Next, I'd like to ask your opinion about ways to address some of these issues. If there were a proposal in the City of Sacramento to improve public safety; reduce violent crime; and provide youth with positive alternatives to gangs, drugs and crime by hiring additional police and firefighters; expanding neighborhood policing; providing after-school activities, counseling, and gang prevention programs; providing programs that prevent kids from skipping school and dropping-out; and providing tutoring, job training and work programs for at risk youth, would you support or oppose the proposal?*

Question 6 *Next, I'd like to ask your opinion about ways to address some of these issues. If there were a proposal in the City of Sacramento to improve high-school graduation rates; increase the number of young people going to college; provide youth with the job skills they need to succeed; and make Sacramento more attractive to employers and high-tech jobs by providing outreach and tutoring programs for students at risk of dropping-out; after-school activities, counseling and support services; job training and work experience programs; parent education; and proven violence-prevention programs, would you support or oppose the proposal?*

FIGURE 4 BASELINE PROPOSAL TEST BY VERSION

SUPPORT BY SUBGROUPS For the interested reader, Tables 1 and 2 on the next two pages show how support at the Baseline Opinion Test for the Enforcement and Youth Development proposals, respectively, varied by key demographic traits. The blue column (Approximate % of Universe) indicates the percentage of the likely November 2010 electorate that each subgroup category comprises. When compared to their respective counterparts, relative newcomers to Sacramento (less than 5 years), renters, Democrats, seniors, females, those who registered between 1990 and 1996, and those who reside in dual Democratic households were the most supportive of the Enforcement proposal.

The patterns were somewhat different for the Youth Development proposal, with support being strongest among newcomers to Sacramento, renters, Democrats, voters under the age of 30, those who registered between 2005 and 2009, and voters who reside in single Democratic households.

TABLE 1 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT BASELINE PROPOSAL TEST (ENFORCEMENT VERSION)

		Approximate % of Universe	% Probably or Definitely Yes	% Not sure
Overall		100	72.8	10.0
Years in Sacramento (QD1)	Less than 5	5	81.7	9.2
	5 to 9	14	63.8	11.9
	10 to 14	10	68.0	12.4
	15 or more	70	75.1	9.2
Home Ownership Status (QD2)	Own	81	72.3	9.5
	Rent	19	75.7	12.6
Children in Home (QD4)	Yes	27	75.5	11.9
	No	73	71.7	9.2
Party	Democrat	58	78.8	6.9
	Republican	24	60.9	16.7
	Other / DTS	18	69.1	11.0
Age	18 to 29	9	69.2	7.7
	30 to 39	14	67.9	10.7
	40 to 49	18	70.9	9.1
	50 to 64	34	73.5	11.8
	65 or older	25	76.2	8.9
Gender	Male	45	65.5	10.8
	Female	55	79.1	9.2
Registration Year	2009 to 2005	31	69.8	7.9
	2004 to 2001	22	73.0	11.9
	2000 to 1997	15	67.2	14.7
	1996 to 1990	13	86.7	1.9
	Before 1990	18	72.0	13.7
Likely to Vote by Mail	Yes	52	74.1	10.9
	No	48	71.5	9.0
Likely June 2010 Voter	Yes	81	73.4	9.6
	No	19	70.0	11.5
Household Party Type	Single dem	32	74.9	8.9
	Dual dem	20	88.1	4.3
	Single rep	9	69.2	12.0
	Dual rep	9	52.5	16.8
	Other	12	68.7	12.3
	Mixed	18	66.5	12.3

TABLE 2 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT BASELINE PROPOSAL TEST (YOUTH DEVELOPMENT VERSION)

		Approximate % of Universe	% Probably or Definitely Yes	% Not sure
Overall		100	81.4	7.8
Years in Sacramento (QD1)	Less than 5	5	92.5	7.5
	5 to 9	14	84.8	6.0
	10 to 14	10	75.0	12.8
	15 or more	70	80.7	7.4
Home Ownership Status (QD2)	Own	81	79.6	9.0
	Rent	19	87.7	4.4
Children in Home (QD4)	Yes	27	82.7	12.4
	No	73	80.9	6.2
Party	Democrat	58	86.1	6.6
	Republican	24	67.8	9.4
	Other / DTS	18	83.7	9.2
Age	18 to 29	9	86.7	6.7
	30 to 39	14	75.9	10.3
	40 to 49	18	77.3	9.1
	50 to 64	34	82.5	8.7
	65 or older	25	83.3	4.8
Gender	Male	45	81.2	6.8
	Female	55	81.5	8.6
Registration Year	2009 to 2005	31	85.5	3.4
	2004 to 2001	22	83.8	11.0
	2000 to 1997	15	72.5	12.2
	1996 to 1990	13	82.1	6.1
	Before 1990	18	78.6	8.8
Likely to Vote by Mail	Yes	52	81.4	8.0
	No	48	81.3	7.5
Likely June 2010 Voter	Yes	81	81.3	7.8
	No	19	81.5	7.5
Household Party Type	Single dem	32	87.9	4.3
	Dual dem	20	82.9	9.3
	Single rep	9	65.1	3.3
	Dual rep	9	62.9	17.2
	Other	12	80.7	9.0
	Mixed	18	85.8	8.1

REASONS FOR OPPOSING PROPOSAL Respondents who opposed the proposal at the Baseline Opinion Test were subsequently asked if there was a particular reason for their position. Questions 5 and 7 were asked in an open-ended manner, thereby allowing respondents to mention any reason that came to mind without being prompted by—or restricted to—a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figures 5 (Enforcement proposal) and 6 (Youth Development proposal) on the next page. Although there was no mention of a tax increase in Questions 4 and 6, the most common reason for opposing either proposal was a reluctance to raise taxes.

Questions 5 & 7 Is there a particular reason why you do not support the proposal I just described?

FIGURE 5 REASONS FOR NOT SUPPORTING ENFORCEMENT PROPOSAL

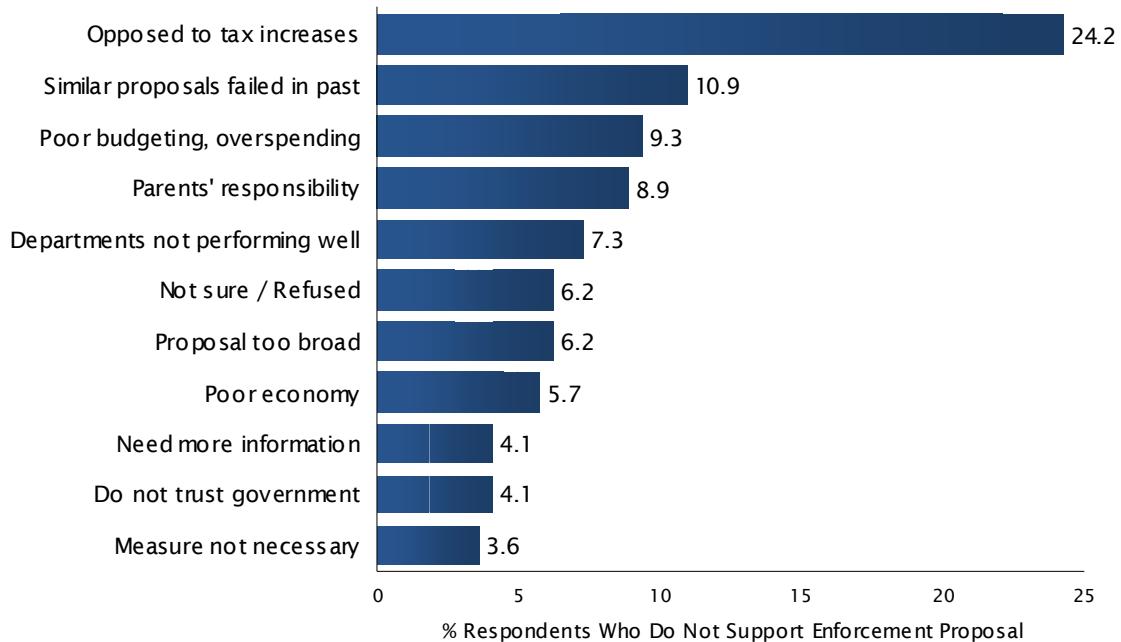
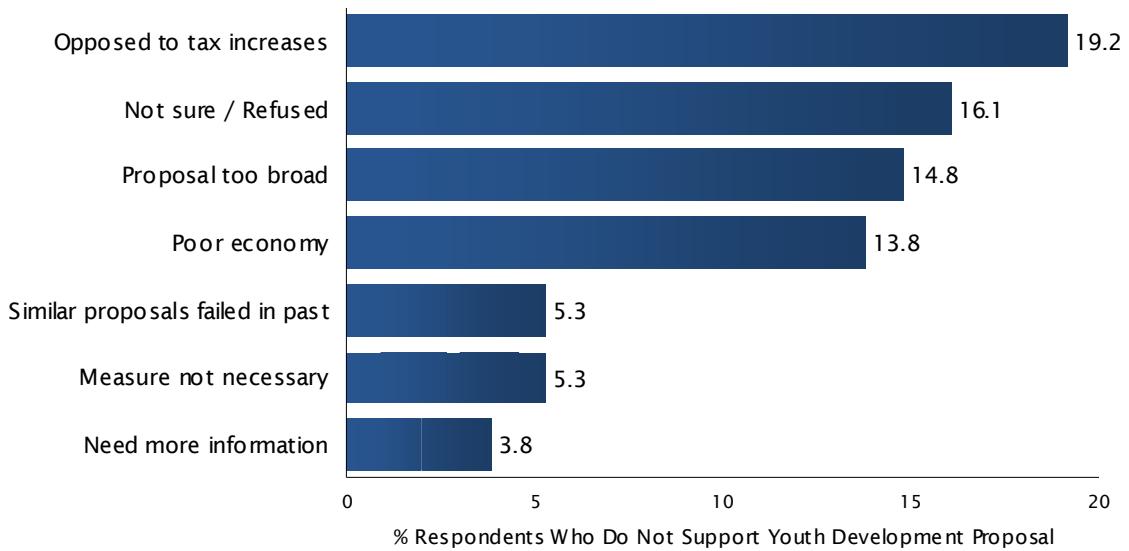


FIGURE 6 REASONS FOR NOT SUPPORTING YOUTH DEVELOPMENT PROPOSAL



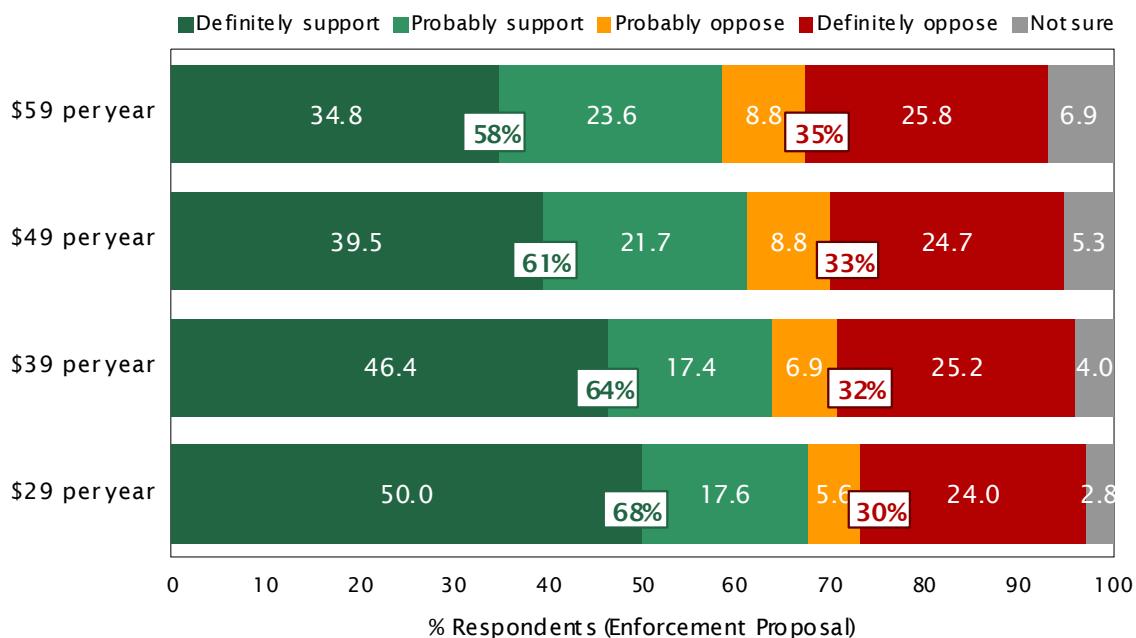
TAX THRESHOLD

Questions 4 and 6 in the prior section purposely gauged respondent support for the Enforcement and Youth Development proposals *without* reference to how the proposals may be funded. Of course, it is one thing to support a proposal in concept. It is quite another to be willing to raise one's taxes in order to fund the proposal. As a litmus test for the intensity of voter support for the respective Enforcement and Youth Development proposals, Question 8 sought to measure respondents' willingness to establish a parcel tax to fund the proposals, as well as their sensitivity to different tax rates.

Respondents were first instructed that some have suggested that the City establish a parcel tax that would apply to residential and commercial properties in the City in order to fund the proposal. They were then presented with the highest tax rate (\$59 per year) and asked if they would support a parcel tax at that rate for this purpose. If a respondent did not answer 'definitely yes', they were asked whether they would support a parcel tax at the next lowest tax rate, and so on.³ The four tax rates tested, as well as the percentage of respondents who indicated they would vote in favor of the parcel tax at each rate, are shown in Figure 7 for the Enforcement proposal, Figure 8 for the Youth Development proposal.

Question 8 *In order to fund the proposal we just discussed, some have suggested that the City establish a parcel tax that would apply to residential and commercial properties in the City. If you heard that your household would pay _____ per year for each property that you own in the City, would you support or oppose a parcel tax to fund the proposal we've been discussing?*

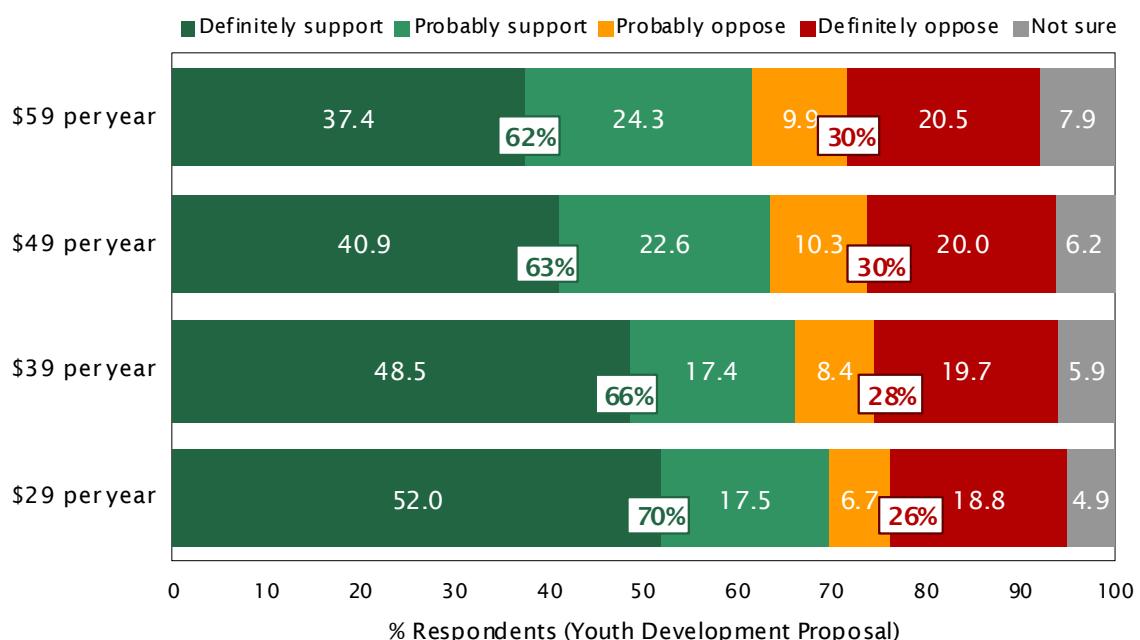
FIGURE 7 TAX THRESHOLD: ENFORCEMENT VERSION



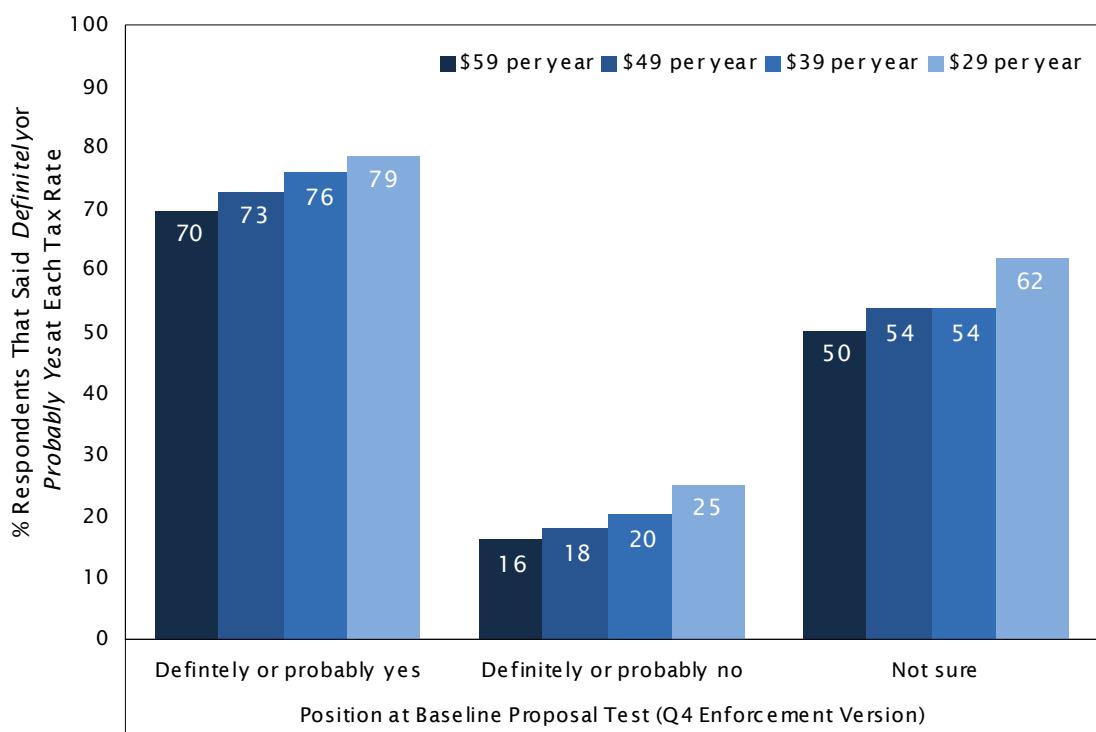
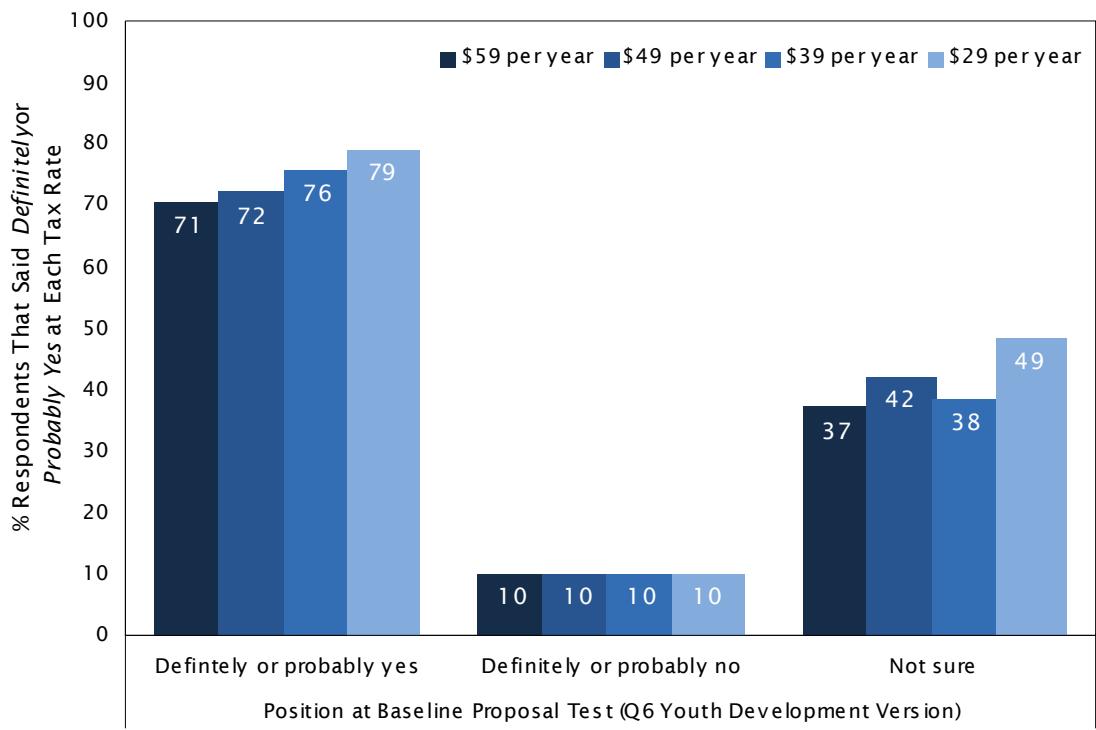
3. If a respondent answered 'definitely yes', it is assumed that they would support the parcel tax at the lower tax rate. Their support at each rate is factored into the percentages shown in Figure 7.

The most obvious pattern revealed in the figures is that Sacramento voters are somewhat price sensitive when it comes to their support for a parcel tax to fund the proposals. At the highest tax rate tested (\$59 per year per property), 58% of voters surveyed indicated they would vote in favor of the Enforcement proposal, with support being somewhat higher (62%) for the Youth Development proposal at the same rate. Incremental reductions in the tax rate resulted in incremental increases in support for the parcel tax, with 68% of those surveyed for the Enforcement proposal and 70% of those surveyed for the Youth Development proposal indicating they would support a parcel tax at an annual rate of \$29 per property to fund the proposal.

FIGURE 8 TAX THRESHOLD: YOUTH DEVELOPMENT VERSION



PRICE SENSITIVITY BY INITIAL SUPPORT Figures 9 and 10 examine how the specific tax rate information conveyed in Question 8 affected support for the Enforcement and Youth Development proposals according to respondents' positions at the Baseline Opinion Test. What the figures makes clear is that initial supporters, initial opponents, and those who were unsure at the Baseline Opinion Test were *all* price sensitive with respect to the parcel tax. At a rate of \$59 per parcel, for example, just 70% of those who were initially supportive of the Enforcement proposal indicated that they would continue to support the proposal. Conversely, at the lowest tax rate tested (\$29 per parcel), 25% of those who initially opposed the Enforcement proposal and 62% of those who were unsure switched to a supportive position.

FIGURE 9 TAX THRESHOLD BY SUPPORT AT BASELINE PROPOSAL TEST: ENFORCEMENT VERSION**FIGURE 10 TAX THRESHOLD BY SUPPORT AT BASELINE PROPOSAL TEST: YOUTH DEVELOPMENT VERSION**

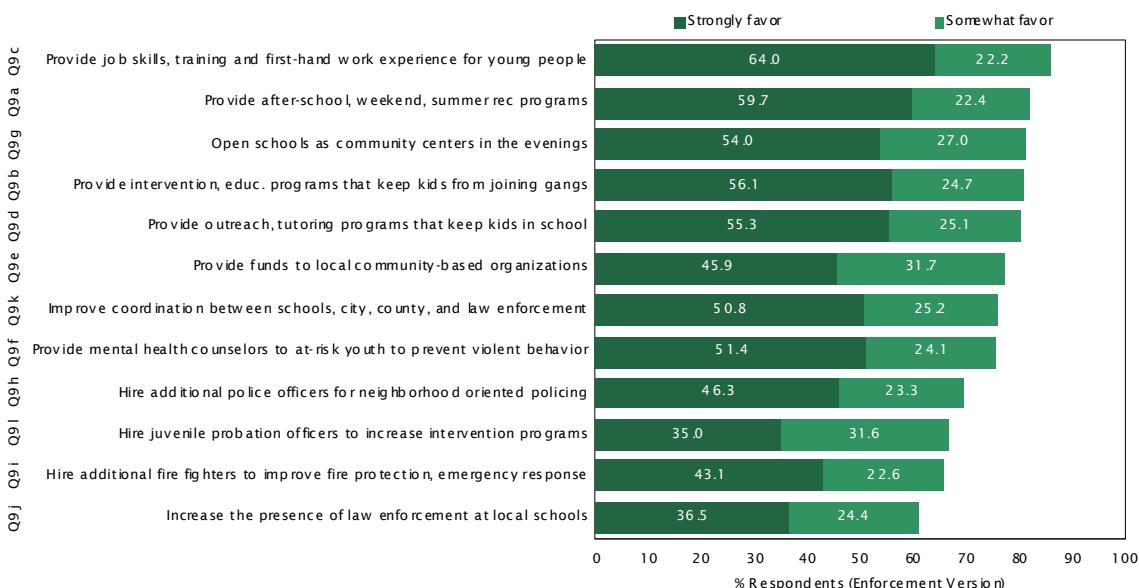
PROJECTS & SERVICES

The language presented in Questions 4 and 6 provided an overview of the types of projects and services that would be funded by the Enforcement and Youth Development proposals, respectively. The purpose of Question 9 was to provide respondents with the full range of programs and services that may be funded by the respective proposals, as well as identify which of these programs voters most favored spending money on if the proposal were funded. It is important to note that although several projects were common to both proposals, Question 9 also tested projects that were specific to one proposal or the other.

After reading each program or service, respondents were asked if they would favor or oppose spending some of the money on that particular project or service assuming that the proposal was funded. Truncated descriptions of the projects and services tested, as well as voters' responses, are shown in Figure 11 below for the Enforcement proposal, Figure 12 for the Youth Development proposal. The order in which the projects and services were read to respondents was randomized for each respondent to avoid a systematic position bias.

Question 9 *The proposal we've been discussing could involve a variety of projects and services in the City. If the proposal were funded, would you favor or oppose using some of the money to: _____, or do you not have an opinion?*

FIGURE 11 PROJECTS & SERVICES (ENFORCEMENT VERSION)

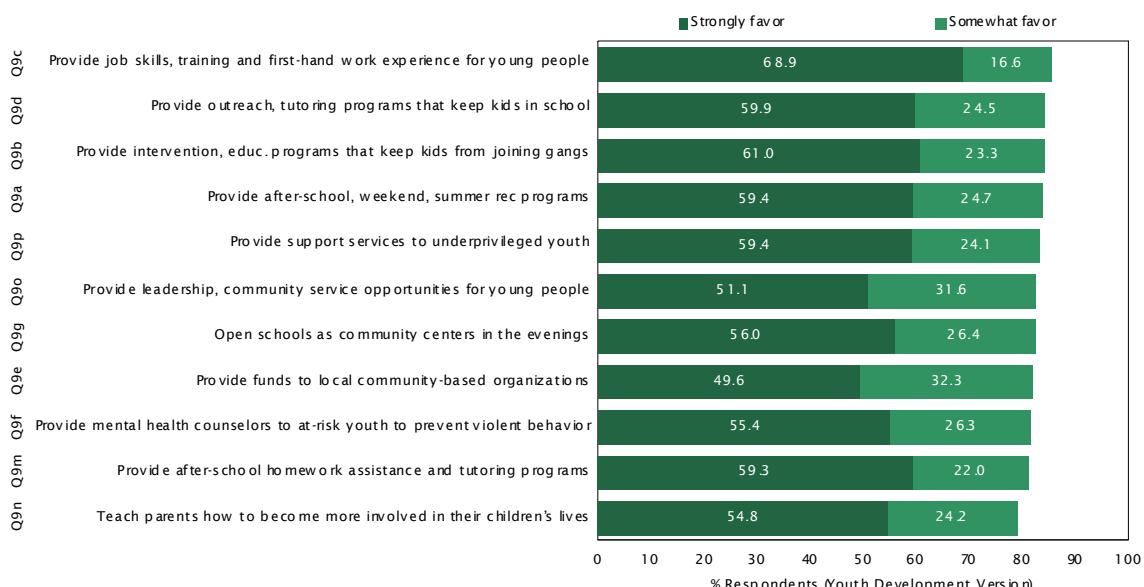


Overall, the program that resonated with the largest percentage of respondents who received the Enforcement proposal was providing job skills, training and first-hand work experience for young people (86% strongly or somewhat favor), followed by providing after-school, weekend and summer recreation programs so that kids have a safe place to go with supervised activities (82%), and opening schools as community centers in the evenings to offer social services and academic support for youth and families (81%). Ironically, the projects that received the least amount of support in the Enforcement proposal were the enforcement and public safety-related

programs, including increasing the presence of law enforcement at local schools (61%), hiring additional fire fighters to improve fire protection services and emergency response (66%), hiring juvenile probation officers to increase intervention programs (67%), and hiring additional police officers for neighborhood oriented policing (70%).

Whereas the list of programs and services tested for the Enforcement proposal found mixed support, support for the programs and services tested for the Youth Development proposal was strikingly consistent (see Figure 12). Overall, respondents who received this version of the proposal most strongly favored providing job skills, training and first-hand work experience for young people (86% strongly or somewhat favor), followed by providing outreach and tutoring programs that keep kids from skipping school or dropping-out altogether (84%), and providing counseling, intervention, and educational programs that keep kids from joining gangs (84%).

FIGURE 12 PROJECTS & SERVICES (YOUTH DEVELOPMENT VERSION)



PROJECT RATINGS BY SUBGROUP For the interested reader, Tables 3 and 4 present the top five projects (showing the percentage of respondents who *strongly* favor each) by position at the Baseline Opinion Test. Not surprisingly, individuals who initially opposed a proposal or were unsure of their position were generally less likely to favor spending money on a given project or service when compared to supporters. Nevertheless, initial supporters, opponents, and the undecided did agree on several of the top priorities for funding.

TABLE 3 TOP PROJECTS & SERVICES BY POSITION AT BASELINE PROPOSAL TEST (ENFORCEMENT VERSION)

Position at Baseline Proposal Test (Q4)	Item	Project Summary	% Strongly Favor
Probably or Definitely Yes (n = 218)	Q9c	Provide job skills, training and first-hand work experience for young people	74
	Q9a	Provide after-school, weekend, summer rec programs	70
	Q9b	Provide intervention, educ. programs that keep kids from joining gangs	68
	Q9g	Open schools as community centers in the evenings	63
	Q9d	Provide outreach, tutoring programs that keep kids in school	62
Probably or Definitely No (n = 47)	Q9c	Provide job skills, training and first-hand work experience for young people	40
	Q9f	Provide mental health counselors to at-risk youth to prevent violent behavior	31
	Q9k	Improve coordination between schools, city, county, and law enforcement	30
	Q9d	Provide outreach, tutoring programs that keep kids in school	29
	Q9a	Provide after-school, weekend, summer rec programs	24
Not Sure (n = 30)	Q9d	Provide outreach, tutoring programs that keep kids in school	48
	Q9f	Provide mental health counselors to at-risk youth to prevent violent behavior	46
	Q9a	Provide after-school, weekend, summer rec programs	43
	Q9k	Improve coordination between schools, city, county, and law enforcement	42
	Q9g	Open schools as community centers in the evenings	41

TABLE 4 TOP PROJECTS & SERVICES BY POSITION AT BASELINE PROPOSAL TEST (YOUTH DEVELOPMENT VERSION)

Position at Baseline Proposal Test (Q6)	Item	Project Summary	% Strongly Favor
Probably or Definitely Yes (n = 244)	Q9c	Provide job skills, training and first-hand work experience for young people	76
	Q9b	Provide intervention, educ. programs that keep kids from joining gangs	71
	Q9d	Provide outreach, tutoring programs that keep kids in school	70
	Q9p	Provide support services to underprivileged youth	68
	Q9a	Provide after-school, weekend, summer rec programs	68
Probably or Definitely No (n = 32)	Q9c	Provide job skills, training and first-hand work experience for young people	27
	Q9n	Teach parents how to become more involved in their children's lives	25
	Q9b	Provide intervention, educ. programs that keep kids from joining gangs	14
	Q9p	Provide support services to underprivileged youth	12
	Q9a	Provide after-school, weekend, summer rec programs	11
Not Sure (n = 23)	Q9c	Provide job skills, training and first-hand work experience for young people	51
	Q9m	Provide after-school homework assistance and tutoring programs	48
	Q9g	Open schools as community centers in the evenings	36
	Q9f	Provide mental health counselors to at-risk youth to prevent violent behavior	35
	Q9p	Provide support services to underprivileged youth	33

POSITIVE ASPECTS

Public opinion about an issue is often fluid, especially when the amount of information presented to the public on an issue has been limited. An important goal of the survey was thus to gauge how voters' opinions about the Enforcement and Youth Development proposals may be shaped by the additional information they could encounter as these issues enjoy greater public discussion and debate in the future. Accordingly, the objective of Question 10 was to present respondents with positive statements about the proposals and identify whether they felt the information was a convincing reason to support the proposal. Negative aspects of the proposals were also presented and will be discussed later in this report (see *Negative Aspects* on page 29). Within each series, specific statements were administered in random order to avoid a systematic position bias. Moreover, Question 10 tested statements that were common to both proposals, as well as several that applied to only one proposal or the other.

Question 10 *What I'd like to do now is tell you what some people are saying about the proposal we've been discussing. On the positive side, some say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to SUPPORT the proposal?*

FIGURE 13 POSITIVE ASPECTS OF PROPOSAL (ENFORCEMENT VERSION)

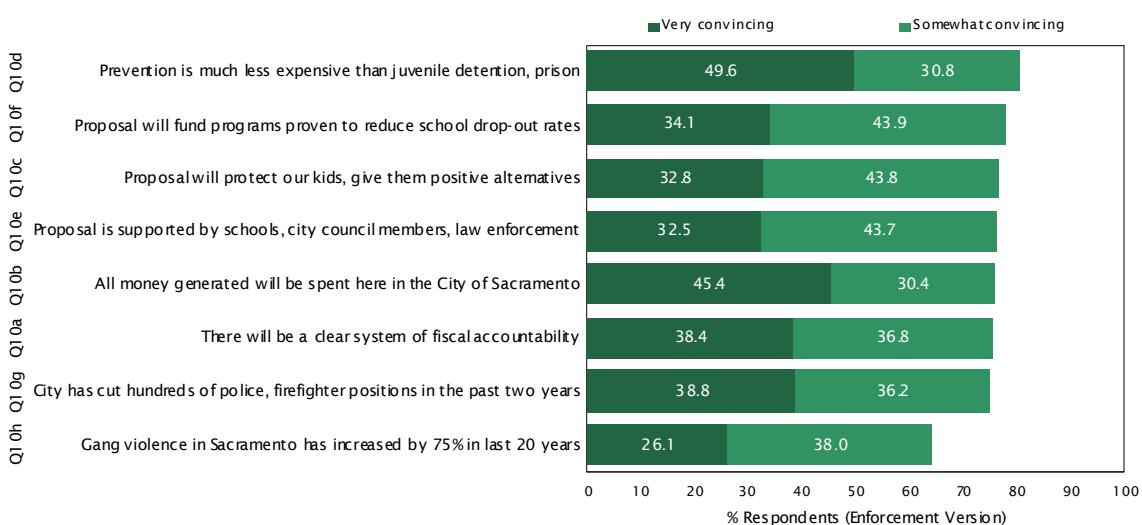
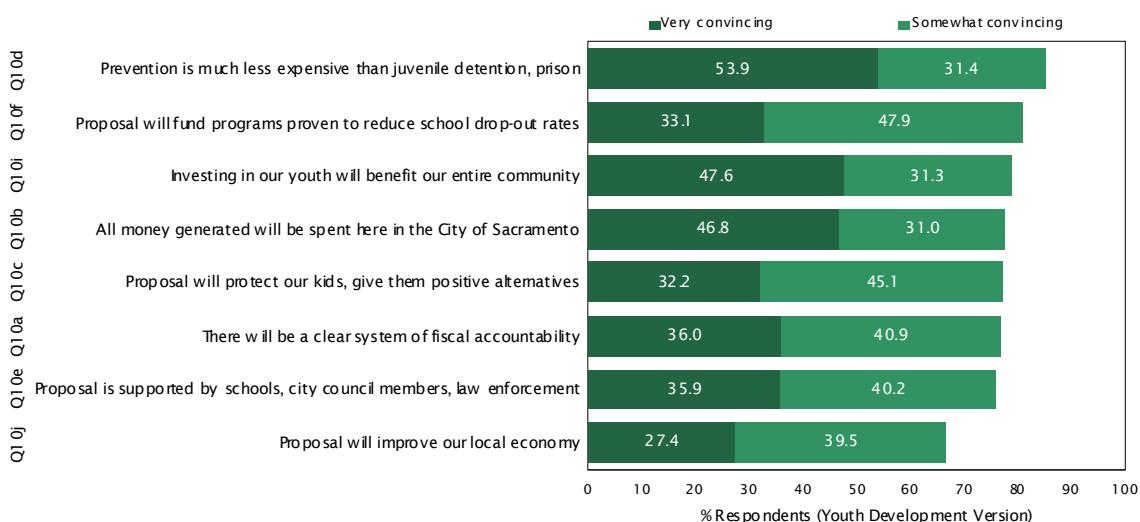


Figure 13 above presents the truncated positive statements tested for the Enforcement proposal, as well as respondents' reactions to the statements. The statements are ranked from most convincing to least convincing based on the percentage of respondents who indicated that the statement was either a 'very convincing' or 'somewhat convincing' reason to support the proposal. Using this methodology, the most compelling positive statement was: *It costs taxpayers 170 thousand dollars per year to put a kid in juvenile detention or in prison. It is much less expensive to provide kids with the education and support services they need to avoid gangs and crime in the first place. This proposal will help save money and save lives* (80%), followed by *This proposal will fund programs that are proven to reduce school drop-out rates and increase the number of young people who are prepared for the job market* (78%), and *This proposal will protect our kids and give them positive alternatives to gangs, drugs and violence* (77%).

The rank order of statements was somewhat different for the Youth Development proposal (see Figure 14), although the top two statements were the same: *It costs taxpayers 170 thousand dollars per year to put a kid in juvenile detention or in prison. It is much less expensive to provide kids with the education and support services they need to avoid gangs and crime in the first place. This proposal will help save money and save lives* (85%), followed by *This proposal will fund programs that are proven to reduce school drop-out rates and increase the number of young people who are prepared for the job market* (81%), and *This proposal is a small price to pay to ensure that all kids get an education, can compete in the job market, and become productive members of our community. Investing in our youth will benefit our entire community* (79%).

FIGURE 14 POSITIVE ASPECTS OF PROPOSAL (YOUTH DEVELOPMENT VERSION)



POSITIVE STATEMENTS BY INITIAL SUPPORT For the interested reader, Tables 5 and 6 list the top five most convincing positive statements (showing the percentage of respondents who cited it as *very convincing*) according to respondents' positions at the Baseline Opinion Test. The most striking pattern in the tables is that the positive statements resonated with a much higher percentage of respondents who were initially inclined to support the proposal when compared to those who initially opposed the proposal or were unsure. Nevertheless, several specific statements were ranked among the top five most compelling by all three groups.

TABLE 5 TOP POSITIVE ASPECTS BY POSITION AT BASELINE PROPOSAL TEST (ENFORCEMENT VERSION)

Position at Baseline Proposal Test (Q4)	Item	Positive Aspect Summary	% Very Convincing
Probably or Definitely Yes (n = 218)	Q10d	Prevention is much less expensive than juvenile detention, prison	60
	Q10b	All money generated will be spent here in the City of Sacramento	55
	Q10g	City has cut hundreds of police, firefighter positions in the past two years	46
	Q10a	There will be a clear system of fiscal accountability	45
	Q10f	Proposal will fund programs proven to reduce school drop-out rates	43
Probably or Definitely No (n = 47)	Q10b	All money generated will be spent here in the City of Sacramento	16
	Q10g	City has cut hundreds of police, firefighter positions in the past two years	16
	Q10a	There will be a clear system of fiscal accountability	12
	Q10d	Prevention is much less expensive than juvenile detention, prison	12
	Q10h	Gang violence in Sacramento has increased by 75% in last 20 years	9
Not Sure (n = 30)	Q10d	Prevention is much less expensive than juvenile detention, prison	36
	Q10a	There will be a clear system of fiscal accountability	31
	Q10g	City has cut hundreds of police, firefighter positions in the past two years	26
	Q10b	All money generated will be spent here in the City of Sacramento	25
	Q10e	Proposal is supported by schools, city council members, law enforcement	19

TABLE 6 TOP POSITIVE ASPECTS BY POSITION AT BASELINE PROPOSAL TEST (YOUTH DEVELOPMENT VERSION)

Position at Baseline Proposal Test (Q6)	Item	Positive Aspect Summary	% Very Convincing
Probably or Definitely Yes (n = 244)	Q10d	Prevention is much less expensive than juvenile detention, prison	61
	Q10i	Investing in our youth will benefit our entire community	55
	Q10b	All money generated will be spent here in the City of Sacramento	53
	Q10e	Proposal is supported by schools, city council members, law enforcement	43
	Q10a	There will be a clear system of fiscal accountability	42
Probably or Definitely No (n = 32)	Q10b	All money generated will be spent here in the City of Sacramento	7
	Q10d	Prevention is much less expensive than juvenile detention, prison	7
	Q10e	Proposal is supported by schools, city council members, law enforcement	5
	Q10a	There will be a clear system of fiscal accountability	2
Not Sure (n = 23)	Q10d	Prevention is much less expensive than juvenile detention, prison	42
	Q10i	Investing in our youth will benefit our entire community	32
	Q10b	All money generated will be spent here in the City of Sacramento	29
	Q10a	There will be a clear system of fiscal accountability	20
	Q10c	Proposal will protect our kids, give them positive alternatives	20

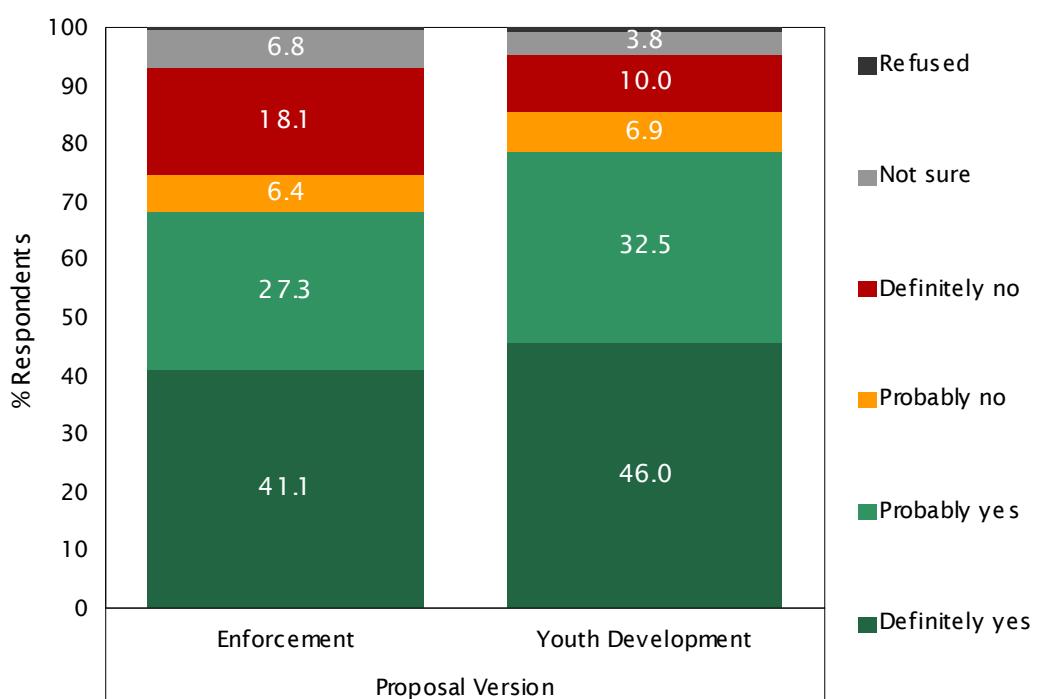
INTERIM MEASURE OF OPINION

After providing more details regarding the types of programs and services envisioned for the proposals, exposing respondents to the types of positive statements they may encounter during future public discussions, as well as introducing the possibility of a parcel tax to fund the proposals, the survey again presented respondents with the language used previously to gauge how their support for the Enforcement and Youth Development proposals may have changed at this point in the survey.

Question 11 *Sometimes people change their mind about a proposal once they have more information about it. Now that you have heard a bit more about the proposal, let me ask you again: If there were a proposal in the City of Sacramento to improve public safety; reduce violent crime; and provide youth with positive alternatives to gangs, drugs and crime by hiring additional police and firefighters; expanding neighborhood policing; providing after-school activities, counseling, and gang prevention programs; providing programs that prevent kids from skipping school and dropping-out; and providing tutoring, job training and work programs for at risk youth, would you support or oppose the proposal?*

Question 12 *Sometimes people change their mind about a proposal once they have more information about it. Now that you have heard a bit more about the proposal, let me ask you again: If there were a proposal in the City of Sacramento to improve high-school graduation rates; increase the number of young people going to college; provide youth with the jobs skills they need to succeed; and make Sacramento more attractive to employers and high-tech jobs by providing outreach and tutoring programs for students at risk of dropping-out; after-school activities, counseling and support services; job training and work experience programs; parent education; and proven violence-prevention programs, would you support or oppose the proposal?*

FIGURE 15 INTERIM PROPOSAL TEST BY VERSION



As shown in Figure 15, support for both proposals declined somewhat from the Baseline Opinion Test—undoubtedly due to raising the *possibility* of a parcel tax to fund the proposals in Question 8 which occurred *after* the initial tests of opinion. Nevertheless, support for both proposals remained high, and support continued to be strongest for the Youth Development proposal.

Overall support for the Enforcement proposal at this point was found among 68% of respondents, with 25% of respondents opposed to the proposal and an additional 7% unsure or unwilling to state their vote choice. Support for the Youth Development proposal was considerably stronger at 79%, with 17% of respondents opposed to the proposal and an additional 4% unsure or unwilling to state their vote choice.

SUPPORT BY SUBGROUPS Tables 7 and 8 display how support for the Enforcement and Youth Development proposals at this point in the survey varied by key demographic subgroups, as well as the percentage change in subgroup support when compared to the Baseline Opinion Test. Positive differences appear in green, whereas negative differences appear in red.

TABLE 7 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT INTERIM PROPOSAL TEST (ENFORCEMENT VERSION)

	Approximate % of Universe	% Probably or Definitely Yes	Change from Baseline Proposal Test (Q4)
Overall	100	68.4	-4.4
Years in Sacramento (QD1)	Less than 5	90.8	+9.2
	5 to 9	62.2	-1.6
	10 to 14	75.3	+7.3
	15 or more	67.8	-7.3
Home Ownership Status (QD2)	Own	69.1	-3.3
	Rent	70.2	-5.5
Children in Home (QD4)	Yes	75.3	-0.3
	No	65.7	-6.0
Party	Democrat	73.1	-5.7
	Republican	51.1	-9.8
	Other / DTS	77.5	+8.4
Age	18 to 29	69.2	-0.0
	30 to 39	67.9	-0.0
	40 to 49	76.4	+5.5
	50 to 64	70.6	-2.9
	65 or older	62.4	-13.9
Gender	Male	59.4	-6.1
	Female	76.2	-2.8
Registration Year	2009 to 2005	66.7	-3.1
	2004 to 2001	75.6	+2.5
	2000 to 1997	67.0	-0.2
	1996 to 1990	73.3	-13.3
	Before 1990	59.4	-12.6
Likely to Vote by Mail	Yes	72.5	-1.7
	No	64.4	-7.1
Likely June 2010 Voter	Yes	68.5	-4.9
	No	68.2	-1.9
Household Party Type	Single dem	67.5	-7.4
	Dual dem	85.9	-2.2
	Single rep	57.6	-11.6
	Dual rep	32.6	-19.9
	Other	72.0	+3.3
	Mixed	72.5	+5.9

TABLE 8 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT INTERIM PROPOSAL TEST (YOUTH DEVELOPMENT VERSION)

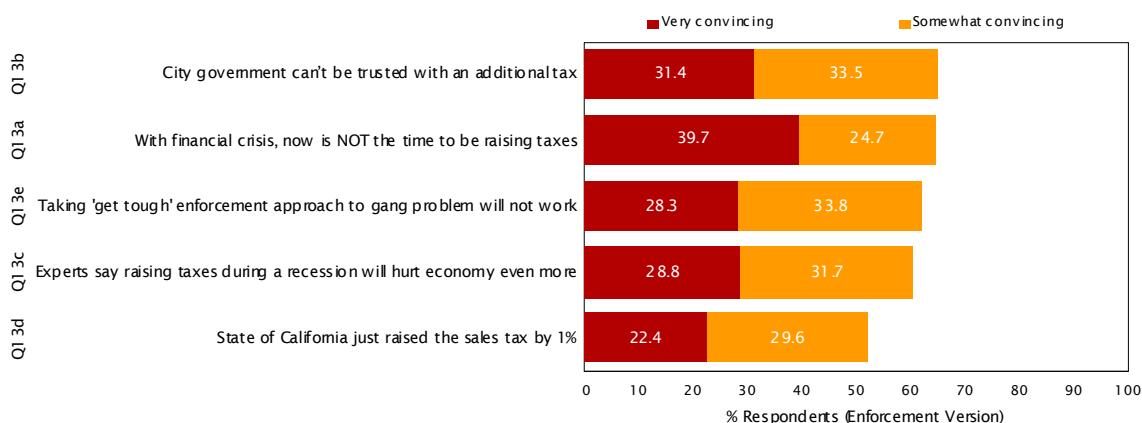
	Approximate % of Universe	% Probably or Definitely Yes	Change from Baseline Proposal Test (Q6)
Overall	100	78.5	-2.8
Years in Sacramento (QD1)	Less than 5	85.0	-7.5
	5 to 9	85.4	+0.7
	10 to 14	80.6	+5.6
	15 or more	76.4	-4.3
Home Ownership Status (QD2)	Own	76.4	-3.2
	Rent	87.3	-0.4
Children in Home (QD4)	Yes	82.4	-0.3
	No	77.2	-3.7
Party	Democrat	84.0	-2.1
	Republican	64.0	-3.8
	Other / DTS	79.8	-3.9
Age	18 to 29	93.3	+6.7
	30 to 39	75.9	No change
	40 to 49	84.1	+6.8
	50 to 64	78.6	-4.0
	65 or older	70.2	-13.1
Gender	Male	75.0	-6.1
	Female	81.3	-0.2
Registration Year	2009 to 2005	87.2	+1.7
	2004 to 2001	81.8	-2.1
	2000 to 1997	78.2	+5.7
	1996 to 1990	75.0	-7.1
	Before 1990	63.8	-14.8
Likely to Vote by Mail	Yes	77.4	-4.0
	No	79.8	-1.5
Likely June 2010 Voter	Yes	77.8	-3.6
	No	81.3	-0.2
Household Party Type	Single dem	89.7	+1.8
	Dual dem	76.3	-6.7
	Single rep	67.1	+1.9
	Dual rep	58.0	-5.0
	Other	77.1	-3.6
	Mixed	78.9	-6.9

NEGATIVE ASPECTS

Whereas Question 10 presented respondents with positive statements about the proposals, Question 13 presented respondents with statements designed to elicit opposition to the proposals. In the case of Question 13, however, respondents were asked whether they felt that the statement was a very convincing, somewhat convincing, or not at all convincing reason to *oppose* the proposal. The statements tested, as well as respondents' opinions about the statements, are presented in Figure 16 for the Enforcement proposal, Figure 17 for the Youth Development proposal.

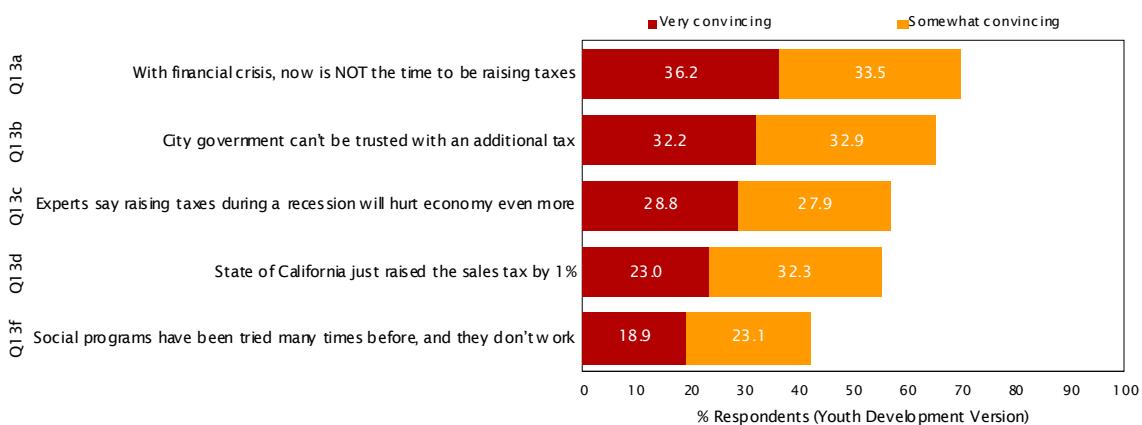
Question 13 *On the negative side, others say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to OPPOSE the proposal?*

FIGURE 16 NEGATIVE ASPECTS OF PROPOSAL (ENFORCEMENT VERSION)



Among the negative statements tested, the most compelling for respondents who received the Enforcement proposal were: *The City government can't be trusted with an additional tax. They will mismanage the money or spend it on their own pet projects* (65%), followed by *People are having a hard time making ends meet with the housing crisis, financial crisis, and the economy in recession. Now is NOT the time to be raising taxes* (64%), and *Taking a "get tough" law enforcement approach to the gang problem will not work. This proposal is treating the symptom, not the problem. If we want to solve the gang problem, we need to provide social programs that prevent kids from joining gangs in the first place* (62%).

By comparison, the most compelling negative statements tested with respondents who received the Youth Development proposal were: *People are having a hard time making ends meet with the housing crisis, financial crisis, and the economy in recession. Now is NOT the time to be raising taxes* (70%), followed by *The City government can't be trusted with an additional tax. They will mismanage the money or spend it on their own pet projects* (65%), and *Experts say that raising taxes during a recession will hurt the economy even more* (57%).

FIGURE 17 NEGATIVE ASPECTS OF PROPOSAL (YOUTH DEVELOPMENT VERSION)

NEGATIVE STATEMENTS BY INITIAL SUPPORT Tables 9 and 10 rank the negative statements (showing the percentage of respondents who cited each as very convincing) according to respondents' positions at the Baseline Opinion Test.

TABLE 9 TOP NEGATIVE ASPECTS BY POSITION AT BASELINE PROPOSAL TEST (ENFORCEMENT VERSION)

Position at Baseline Proposal Test (Q4)	Item	Negative Aspect Summary	% Very Convincing
Probably or Definitely Yes (n = 218)	Q13a	With financial crisis, now is NOT the time to be raising taxes	33
	Q13e	Taking 'get tough' enforcement approach to gang problem will not work	30
	Q13b	City government can't be trusted with an additional tax	25
	Q13c	Experts say raising taxes during a recession will hurt economy even more	22
	Q13d	State of California just raised the sales tax by 1%	19
Probably or Definitely No (n = 47)	Q13a	With financial crisis, now is NOT the time to be raising taxes	61
	Q13b	City government can't be trusted with an additional tax	58
	Q13c	Experts say raising taxes during a recession will hurt economy even more	56
	Q13d	State of California just raised the sales tax by 1%	37
	Q13e	Taking 'get tough' enforcement approach to gang problem will not work	21
Not Sure (n = 30)	Q13a	With financial crisis, now is NOT the time to be raising taxes	49
	Q13c	Experts say raising taxes during a recession will hurt economy even more	30
	Q13b	City government can't be trusted with an additional tax	30
	Q13e	Taking 'get tough' enforcement approach to gang problem will not work	28
	Q13d	State of California just raised the sales tax by 1%	24

TABLE 10 TOP NEGATIVE ASPECTS BY POSITION AT BASELINE PROPOSAL TEST (YOUTH DEVELOPMENT VERSION)

Position at Baseline Proposal Test (Q6)	Item	Negative Aspect Summary	% Very Convincing
Probably or Definitely Yes (n = 244)	Q13a	With financial crisis, now is NOT the time to be raising taxes	32
	Q13b	City government can't be trusted with an additional tax	31
	Q13c	Experts say raising taxes during a recession will hurt economy even more	25
	Q13d	State of California just raised the sales tax by 1%	20
	Q13f	Social programs have been tried many times before, and they don't work	17
	Q13a	With financial crisis, now is NOT the time to be raising taxes	78
Probably or Definitely No (n = 32)	Q13c	Experts say raising taxes during a recession will hurt economy even more	58
	Q13b	City government can't be trusted with an additional tax	54
	Q13d	State of California just raised the sales tax by 1%	51
	Q13f	Social programs have been tried many times before, and they don't work	41
Not Sure (n = 23)	Q13c	Experts say raising taxes during a recession will hurt economy even more	33
	Q13a	With financial crisis, now is NOT the time to be raising taxes	27
	Q13d	State of California just raised the sales tax by 1%	19
	Q13b	City government can't be trusted with an additional tax	16
	Q13f	Social programs have been tried many times before, and they don't work	15

FINAL MEASURE OF OPINION

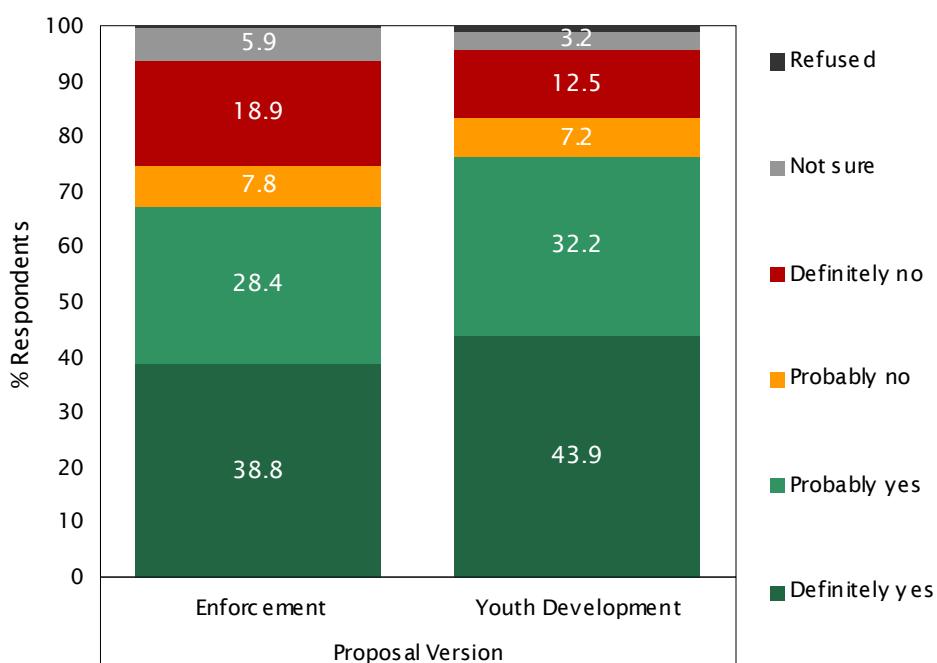
By this point in the survey, respondents had learned a lot about the Enforcement and Youth Development proposals—including the projects and services that could be funded, the possibility of funding the proposals with a parcel tax, as well as positive and negative statements about the proposals. Questions 14 and 15 were designed to measure support for the respective proposals in the context of this additional information.

At this point in the survey, support for the Enforcement proposal was found among 67% of respondents, with 27% opposed to the proposal and 6% unsure or unwilling to state their vote choice. Support for the Youth Development proposal remained substantially higher at 76%, with 20% opposed to the proposal and 3% unsure or unwilling to state their vote choice.

Question 14 Now that you have heard more about the proposal, let me ask you one more time: If there were a proposal in the City of Sacramento to improve public safety; reduce violent crime; and provide youth with positive alternatives to gangs, drugs and crime by hiring additional police and firefighters; expanding neighborhood policing; providing after-school activities, counseling, and gang prevention programs; providing programs that prevent kids from skipping school and dropping-out; and providing tutoring, job training and work programs for at risk youth, would you support or oppose the proposal?

Question 15 Now that you have heard more about the proposal, let me ask you one more time: If there were a proposal in the City of Sacramento to improve high-school graduation rates; increase the number of young people going to college; provide youth with the jobs skills they need to succeed; and make Sacramento more attractive to employers and high-tech jobs by providing outreach and tutoring programs for students at risk of dropping-out; after-school activities, counseling and support services; job training and work experience programs; parent education; and proven violence-prevention programs, would you support or oppose the proposal?

FIGURE 18 FINAL PROPOSAL TEST BY VERSION



CHANGE IN OPINION

Tables 11 and 12 provide a closer look at how opinions regarding the Enforcement and Youth Development proposals changed over the course of the interview by calculating the difference in support between the Baseline, Interim, and Final Opinion Tests within various subgroups of respondents. The percentage of support for the proposals at the Final Opinion Test is shown in the column with the heading *% Probably or Definitely Yes*. The columns to the right show the difference between the Final and the Initial, and the Final and Interim Opinion Tests. Positive differences appear in green, whereas negative differences appear in red.

TABLE 11 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT FINAL PROPOSAL TEST (ENFORCEMENT VERSION)

	Approximate % of Universe	% Probably or Definitely Yes	Change from Baseline Proposal Test (Q4)	Change from Interim Proposal Test (Q11)
Overall	100	67.2	-5.6	-1.2
Years in Sacramento (QD1)	Less than 5	90.8	+9.2	+0.0
	5 to 9	61.8	-2.0	-0.5
	10 to 14	74.5	+6.6	-0.8
	15 or more	66.2	-8.9	-1.5
Home Ownership Status (QD2)	Own	66.5	-5.8	-2.6
	Rent	73.3	-2.4	+3.1
Children in Home (QD4)	Yes	74.4	-1.2	-0.9
	No	64.3	-7.4	-1.4
Party	Democrat	73.3	-5.6	+0.1
	Republican	47.4	-13.5	-3.7
	Other / DTS	75.0	+5.9	-2.4
Age	18 to 29	69.2	-0.0	No change
	30 to 39	64.3	-3.6	-3.6
	40 to 49	76.4	+5.5	No change
	50 to 64	67.6	-5.9	-2.9
	65 or older	63.4	-12.9	+1.0
Gender	Male	58.9	-6.7	-0.5
	Female	74.4	-4.7	-1.8
Registration Year	2009 to 2005	64.1	-5.7	-2.6
	2004 to 2001	69.1	-3.9	-6.4
	2000 to 1997	70.5	+3.3	+3.5
	1996 to 1990	75.2	-11.5	+1.9
	Before 1990	61.3	-10.6	+1.9
Likely to Vote by Mail	Yes	67.4	-6.8	-5.1
	No	67.0	-4.4	+2.7
Likely June 2010 Voter	Yes	67.6	-5.8	-0.9
	No	65.2	-4.8	-2.9
Household Party Type	Single dem	66.9	-8.0	-0.6
	Dual dem	87.1	-0.9	+1.3
	Single rep	52.3	-16.9	-5.3
	Dual rep	28.6	-23.9	-3.9
	Other	71.4	+2.7	-0.6
	Mixed	70.5	+4.0	-1.9

TABLE 12 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT FINAL PROPOSAL TEST (YOUTH DEVELOPMENT VERSION)

	Approximate % of Universe	% Probably or Definitely Yes	Change from Baseline Proposal Test (Q6)	Change from Interim Proposal Test (Q12)
Overall	100	76.1	-5.3	-2.4
Years in Sacramento (QD1)	Less than 5	92.5	No change	+7.5
	5 to 9	83.4	-1.4	-2.1
	10 to 14	78.1	+3.1	-2.5
	15 or more	73.0	-7.7	-3.4
Home Ownership Status (QD2)	Own	73.3	-6.3	-3.1
	Rent	87.1	-0.6	-0.2
Children in Home (QD4)	Yes	80.0	-2.7	-2.4
	No	74.8	-6.1	-2.4
Party	Democrat	81.5	-4.5	-2.4
	Republican	59.6	-8.2	-4.4
	Other / DTS	79.8	-3.9	No change
Age	18 to 29	93.3	+6.7	No change
	30 to 39	75.9	-0.0	-0.0
	40 to 49	81.8	+4.5	-2.3
	50 to 64	73.8	-8.7	-4.8
	65 or older	70.2	-13.1	No change
Gender	Male	73.0	-8.2	-2.0
	Female	78.5	-3.0	-2.7
Registration Year	2009 to 2005	80.7	-4.7	-6.5
	2004 to 2001	80.6	-3.3	-1.2
	2000 to 1997	73.1	+0.6	-5.2
	1996 to 1990	78.6	-3.5	+3.7
	Before 1990	64.5	-14.1	+0.7
Likely to Vote by Mail	Yes	74.9	-6.6	-2.5
	No	77.5	-3.7	-2.3
Likely June 2010 Voter	Yes	77.3	-4.1	-0.5
	No	71.8	-9.7	-9.5
Household Party Type	Single dem	85.3	-2.6	-4.4
	Dual dem	76.1	-6.8	-0.2
	Single rep	57.6	-7.5	-9.5
	Dual rep	55.3	-7.7	-2.7
	Other	75.0	-5.6	-2.1
	Mixed	80.3	-5.5	+1.4

Whereas Tables 11 and 12 display change in support for the proposals over the course of the interview at the group level, Tables 13 and 14 display the individual-level changes that occurred between the Baseline and Final Opinion Tests for the respective proposals. On the left side of the tables is shown each of the response options to the Baseline Opinion Test and the percentage of respondents in each group. The cells in the body of the tables depict movement within each response group (row) based on the information provided throughout the course of the survey as recorded by the Final Opinion Test. For example, in the first row of Table 13 we see that of the 43.4% of respondents who indicated that they would definitely support the Enforcement proposal at the Baseline Opinion Test, 33.4% also indicated that they would definitely support the proposal at the Final Opinion Test. Approximately 6.0% moved to the probably support group, 0.3% moved to the probably oppose group, 1.7% moved to the definitely oppose group, and 1.9% percent stated they were now unsure of their vote choice.

To ease interpretation of the tables, the cells are color coded. Red shaded cells indicate declining support, green shaded cells indicate increasing support, whereas white cells indicate no movement. Moreover, within the cells, a white font indicates a fundamental change: from yes to no, no to yes, or not sure to either yes or no.

TABLE 13 MOVEMENT BETWEEN BASELINE & FINAL PROPOSAL TEST (ENFORCEMENT VERSION)

Baseline Proposal Test: Enforcement Version (Q4)	Final Proposal Test: Enforcement Version (Q14)				
	Definitely support	Probably support	Probably oppose	Definitely oppose	Not sure
Definitely support	43.4%	33.4%	6.0%	0.3%	1.7%
Probably support	29.4%	3.9%	18.0%	2.6%	4.3%
Probably oppose	6.7%	0.0%	1.3%	2.1%	2.7%
Definitely oppose	9.1%	0.3%	0.0%	0.8%	7.4%
Not sure	11.4%	1.2%	3.1%	1.9%	2.7%
					1.9%

TABLE 14 MOVEMENT BETWEEN BASELINE & FINAL PROPOSAL TEST (YOUTH DEVELOPMENT VERSION)

Baseline Proposal Test: Youth Development Version (Q6)	Final Proposal Test: Youth Development Version (Q15)				
	Definitely support	Probably support	Probably oppose	Definitely oppose	Not sure
Definitely support	50.6%	36.4%	10.3%	0.6%	2.1%
Probably support	30.8%	6.0%	19.1%	2.7%	2.7%
Probably oppose	6.7%	0.0%	0.9%	2.8%	3.1%
Definitely oppose	3.9%	0.0%	0.0%	0.5%	3.3%
Not sure	8.1%	1.5%	1.9%	0.6%	1.3%
					2.9%

As one might expect, the information conveyed in the survey had the greatest impact on individuals who either weren't sure about the proposals at the Baseline Opinion Test or were tentative in their position (probably yes or probably no). Moreover, Tables 13 and 14 make clear that although the information did impact some respondents, it did not do so in a consistent way for all respondents. Some respondents found the information conveyed during the course of the interview to be a reason to become more supportive of the proposals, whereas a slightly larger percentage found the same information to be a reason to be less supportive.

Despite 23% of respondents making a *fundamental*⁴ shift in their opinion about the Enforcement proposal and 16% making a similar shift in their opinion about the Youth Development proposal over the course of the interview, the net impact is that support for the Enforcement proposal at the Final Opinion Test (67%) was just 6% lower than support at the Baseline Opinion Test (73%). Similarly, support for the Youth Development proposal at the Final Opinion Test (76%) was just 5% lower than support at the Baseline Opinion Test (81%).

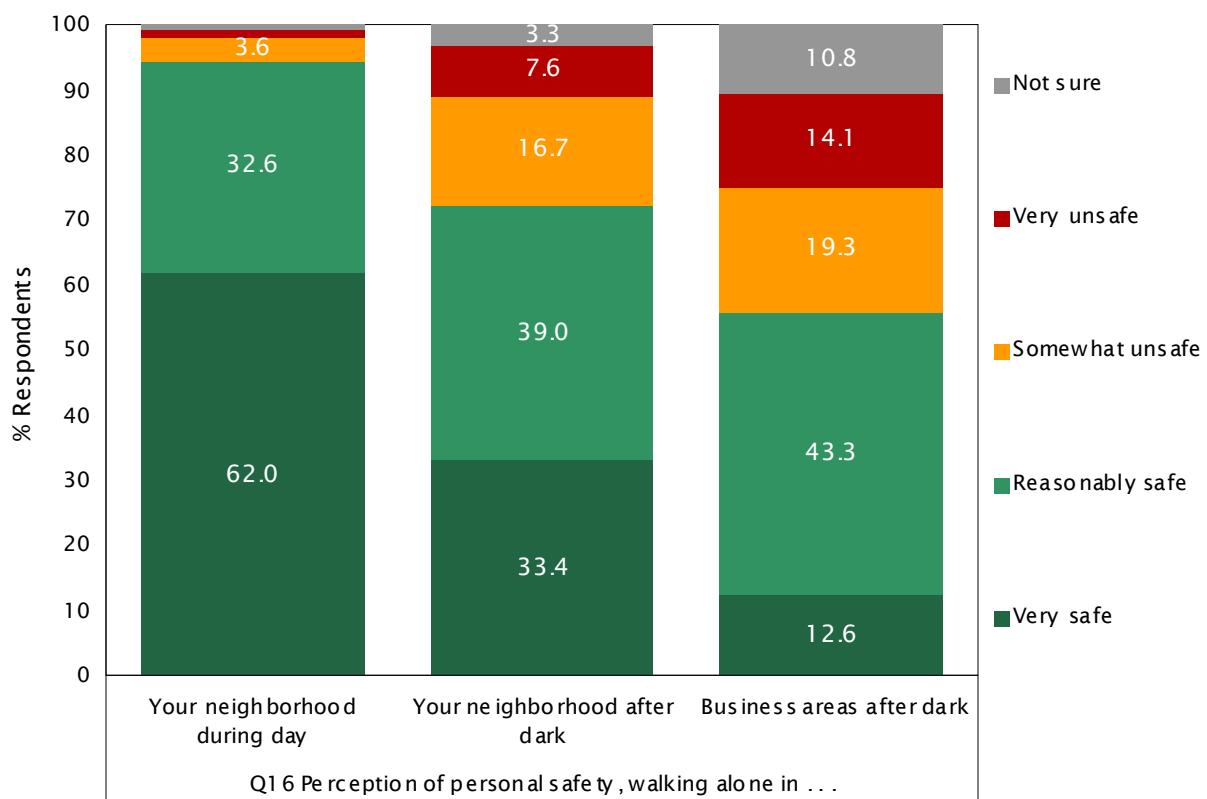
4. That is, they changed from a position of support, opposition or undecided at the Initial Proposal Test to a different position at the Final Proposal Test.

PERCEIVED SAFETY

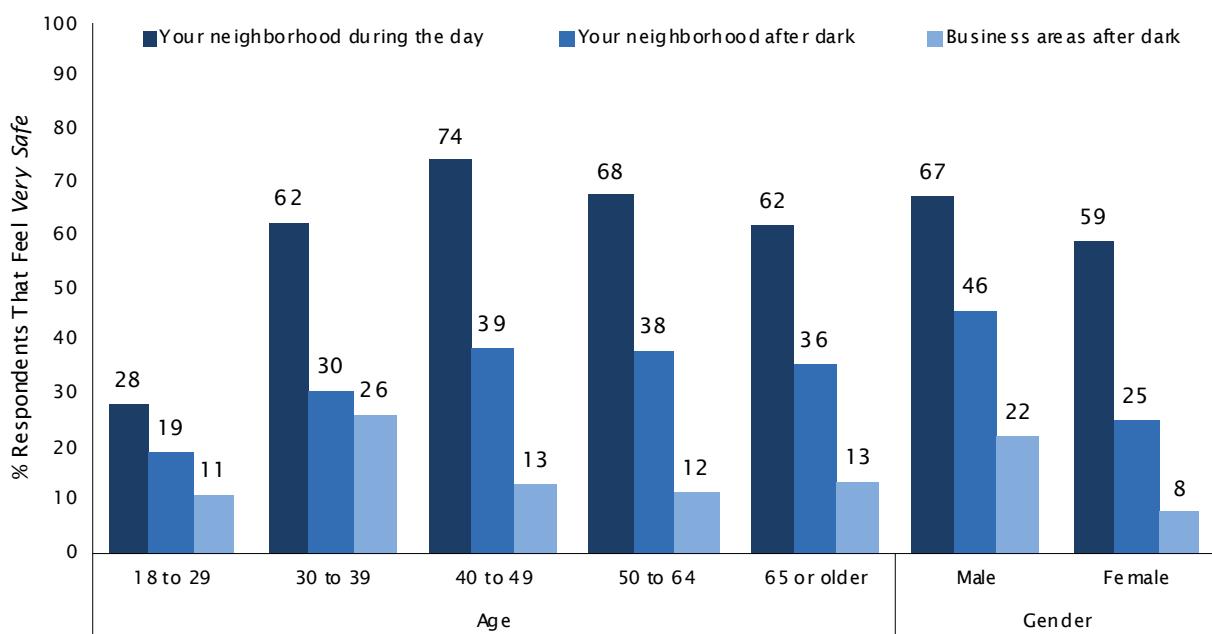
The final substantive question in the survey sought to measure how safe respondents feel when they are walking alone in different settings. For each of the scenarios described at the bottom of Figure 19, Question 16 simply asked the respondent to describe how safe they feel walking alone in that setting. As shown in the figure, residents' feelings of safety varied considerably depending on the setting. Nearly all residents (95%) stated that they feel safe walking alone in their neighborhoods during the day. After dark, however, the proportion who indicated that they feel safe walking alone in their neighborhood declined to 72%, and fewer still (56%) indicated that they feel safe walking alone in business areas after dark.

Question 16 When you are _____ would you say that you feel very safe, reasonably safe, somewhat unsafe, or very unsafe?

FIGURE 19 PERCEIVED SAFETY



Feelings of safety were related to respondent age and gender. Figure 20 displays the percentage of respondents who indicated that they felt very safe in each scenario by their age and gender group, respectively. Although it was expected that males would feel safer in each scenario when compared with females, it is striking that respondents under the age of 30 were the *least* likely to report feeling very safe in all three scenarios. Typically, it is seniors who feel the least safe walking alone.

FIGURE 20 PERCEIVED SAFETY BY AGE & GENDER

B A C K G R O U N D & D E M O G R A P H I C S

TABLE 15 DEMOGRAPHICS OF SAMPLE

Total Respondents	600
QD1 Years in Sacramento	
Less than 5	5.0
5 to 9	14.3
10 to 14	10.2
15 or more	70.4
QD2 Home ownership status	
Own	78.5
Rent	18.4
Refused	3.1
QD3 Home type	
Single family	81.8
Condo	3.5
Townhome	2.6
Apartment	8.6
Mobile home	1.4
Refused	2.2
QD4 Children in home	
Yes	27.1
No	72.9
Party	
Democrat	58.4
Republican	24.0
Other / DTS	17.6
Age	
18 to 29	8.6
30 to 39	14.2
40 to 49	17.9
50 to 64	33.2
65 or older	25.3
Not coded	0.9
Gender	
Male	45.3
Female	54.7
Registration Year	
2009 to 2005	31.4
2004 to 2001	22.2
2000 to 1997	14.9
1996 to 1990	13.4
Before 1990	18.0
Likely to Vote by Mail	
Yes	52.0
No	48.0
Likely June 2010 Voter	
Yes	80.6
No	19.4
Household Party Type	
Single dem	31.8
Dual dem	19.5
Single rep	9.4
Dual rep	9.0
Other	12.5
Mixed	17.7

In addition to questions directly related to youth development issues, the study collected basic demographic information about respondents and their households. Some of this information was gathered during the interview, although much of it was collected from the voter file. The profile of the likely November 2010 voter sample used for this study is shown in Table 15.

METHODOLOGY

QUESTIONNAIRE DEVELOPMENT Dr. McLarney of True North Research worked closely with the Sierra Health Foundation and Tramutola LLC to develop a questionnaire that covered the topics of interest and avoided the many possible sources of systematic measurement error, including position-order effects, wording effects, response-category effects, scaling effects and priming. Several questions included multiple individual items. Because asking the items in a set order can lead to a systematic position bias in responses, the items were asked in a random order for each respondent.

Some of the questions asked in this study were presented only to a subset of respondents. For example, only respondents who opposed the proposals (or were undecided) at the Baseline Test (Questions 4 & 6) were asked a follow-up questions (Questions 5 & 7) regarding their reasons for opposing the proposals. The questionnaire included with this report (see *Questionnaire & Toplines* on page 42) identifies the skip patterns that were used during the interview to ensure that each respondent received the appropriate questions.

PROGRAMMING & PRE-TEST Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist the live interviewers when conducting the telephone interviews. The CATI program automatically navigates the skip patterns, randomizes the appropriate question items, and alerts the interviewer to certain types of keypunching mistakes should they happen during the interview. The integrity of the questionnaire was pre-tested internally by True North and by dialing into random homes in the City prior to formally beginning the survey.

SPLIT-SAMPLE METHOD The survey was administered to a stratified and clustered random sample of registered voters in the City of Sacramento who are likely to participate in the November 2010 election. Consistent with the profile of this universe, the sample was stratified into clusters, each representing a particular combination of age, gender, household party-type, and voting propensity. Individuals were then randomly selected based on their profile into an appropriate cluster. This method ensures that if a person of a particular profile refuses to participate in the study, they are replaced by an individual who shares their same profile.

One of the key objectives of the study was to determine whether Sacramento voters generally favor an enforcement approach to addressing youth issues, or a youth development approach that focuses on providing leadership opportunities, skills development, and support services. To reliably estimate support for both types of proposals, a split-sample methodology was employed such that 300 respondents received a proposal that focused on enforcement, whereas 300 received a proposal that focused on youth development. All 600 respondents received generic questions that applied to both types of proposals.

The split-sample approach is used because it is the most reliable method of estimating support for alternative proposals or approaches. Prior research has consistently shown that attempting to estimate support for multiple proposals with the *same* respondent during the course of an interview will lead to an artificially low estimate of support for whichever proposal is introduced second—and it also has a tendency to cause confusion. To avoid these sources of measurement

error, it is important that each respondent be asked their opinions regarding *one* of the alternatives, not both.

STATISTICAL MARGIN OF ERROR By using the probability-based sampling design noted above, True North ensured that the final sample was representative of voters in the City of Sacramento who are likely to participate in the November 2010 election. The results of the sample can thus be used to estimate the opinions of *all* voters likely to participate in the November 2010 election. Because not all voters participated in the study, however, the results have what is known as a statistical margin of error due to sampling. The margin of error refers to the difference between what was found in the survey of 600 voters for a particular question and what would have been found if all 117,147 likely November voters identified in the City had been surveyed for the study.

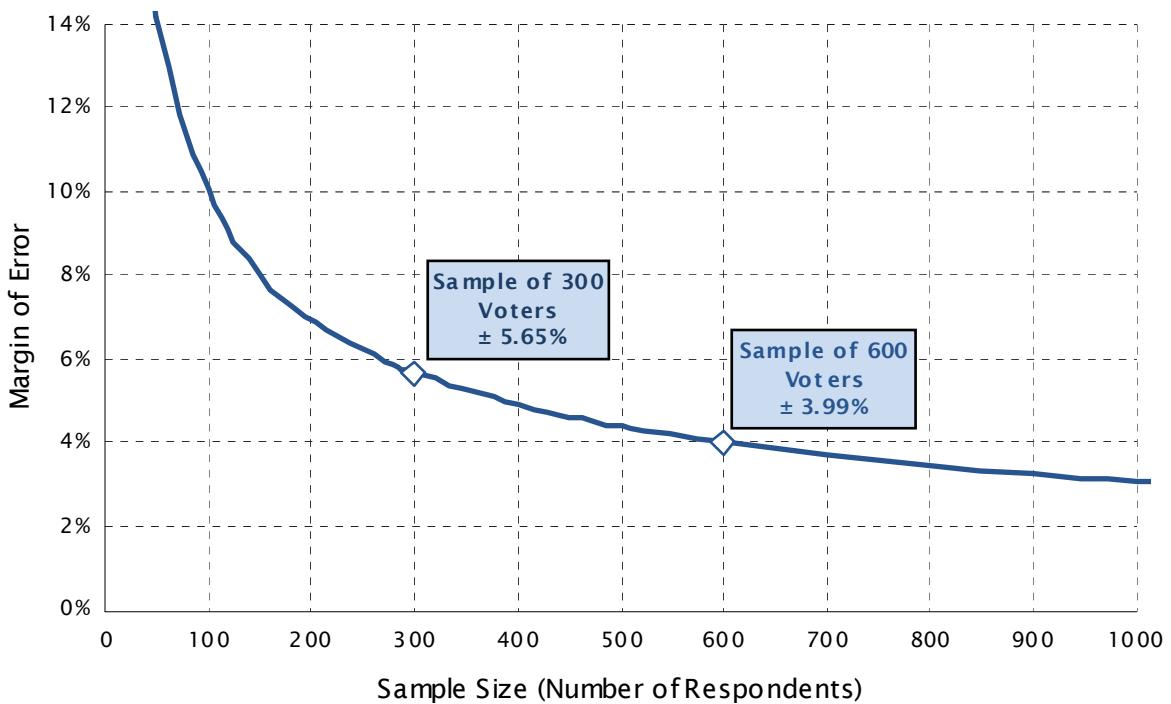
For example, in estimating the percentage of likely voters who think providing a quality education in local schools is extremely important (Question 2B), the margin of error can be calculated if one knows the size of the population, the size of the sample, a confidence level, and the distribution of responses to the question. The appropriate equation for estimating the margin of error, in this case, is shown below.

$$\hat{p} \pm t \sqrt{\left(\frac{N-n}{N}\right) \frac{\hat{p}(1-\hat{p})}{n-1}}$$

Where \hat{p} is the proportion of voters who said *extremely important* (0.45 for 45%, for example), N is the population size of likely voters (117,147), n is the sample size that received the question (600) and t is the upper $\alpha/2$ point for the t-distribution with $n - 1$ degrees of freedom (1.96 for a 95% confidence interval). Solving this equation using these values reveals a margin of error of $\pm 3.97\%$. This means that with 45% of respondents indicating that providing a quality education in local schools is extremely important, we can be 95% confident that the actual percentage of likely voters who hold this opinion is between 41% and 49%.

Figure 21 provides a graphic plot of the *maximum* margin of error in this study. The maximum margin of error for a dichotomous percentage result occurs when the answers are evenly split such that 50% provide one response and 50% provide the alternative response. For this survey, the maximum margin of error is $\pm 3.99\%$ for questions answered by all 600 respondents, and $\pm 5.65\%$ for questions answered by each subsample of 300 respondents.

Within this report, figures and tables show how responses to certain questions varied by subgroups such as age, gender, and partisan affiliation. Moreover, certain questions were administered to only a subset of respondents due to the split-sample methodology employed to test the two different themed proposals. Figure 21 is thus useful for understanding how the maximum margin of error for a percentage estimate will grow as the number of individuals asked a question (or in a particular subgroup) shrinks. Because the margin of error grows exponentially as the sample size decreases, the reader should use caution when generalizing and interpreting the results for small subgroups.

FIGURE 21 MAXIMUM MARGIN OF ERROR DUE TO SAMPLING

DATA COLLECTION The method of data collection was telephone interviewing. Interviews were conducted during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM) between June 24 and July 1, 2009. It is standard practice not to call during the day on weekdays because most working adults are unavailable and thus calling during those hours would bias the sample. The interviews averaged 16 minutes in length.

DATA PROCESSING Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, categorizing verbatim responses, and preparing frequency analyses and crosstabulations.

ROUNDING Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas numbers that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, when needed, to arrive at numbers that include a decimal place in constructing figures and charts. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and pie charts for a given question.

QUESTIONNAIRE & TOPLINES



TRAMUTOLA
THE DISCIPLINE OF WINNING

Sierra Health Foundation
Priorities Survey
Final Toplines
July 2009

Section 1: Introduction to Study

Hi, may I please speak to _____. My name is _____, and I'm calling on behalf of TNR, an independent public opinion research firm. We're conducting a survey of voters about important issues in the City of Sacramento and I'd like to get your opinions.

If needed: This is a survey about important issues in the City of Sacramento. I'm NOT trying to sell anything and I won't ask for a donation.

If needed: The survey should take about 10 minutes to complete.

If needed: If now is not a convenient time, can you let me know a better time so I can call back?

If the person asks why you need to speak to the listed person or if they ask to participate instead, explain: For statistical purposes, at this time the survey must only be completed by this particular individual.

If the person says they are an elected official or is somehow associated with the survey, politely explain that this survey is designed to measure the opinions of those not closely associated with the study, thank them for their time, and terminate the interview.

Section 2: Local Issues & Overall Satisfaction

Q1	To begin, what would you say is the most important issue facing Sacramento that you would like local leaders to address?	
	Improve budgeting / Address financial crisis	44%
	Improve public safety	9%
	Attract local jobs, Address unemployment	9%
	Improve education	7%
	Not sure / Cannot think of anything	7%
	Change, improve Council, gov process	6%
	Address homeless issue	5%
	Maintain City services, avoid cuts	4%
	Reduce taxes, fees	3%
	Improve public transit	2%
	Address healthcare issue	2%
	Limit growth, preserve open space	1%
	Reduce traffic congestion	1%
	Beautify, clean-up City	1%
	Improve, maintain roads	1%
	Develop, improve downtown areas	1%
	Provide additional assistance to disabled	1%
	Provide, improve water supply	1%



Q2	Next, I'm going to read a list of issues facing your community and for each one, please tell me how important you feel the issue is to you, using a scale of extremely important, very important, somewhat important or not at all important.						
	Here is the (first/next) issue: _____. Do you think this issue is extremely important, very important, somewhat important, or not at all important?						
	<i>Randomize</i>	Extremely important	Very important	Somewhat important	Not at all important	Not sure	Refused
A	Managing traffic congestion	8%	32%	51%	8%	1%	0%
B	Providing a quality education in local schools	45%	43%	11%	2%	0%	0%
C	Maintaining local streets and roads	10%	45%	42%	3%	0%	0%
D	Maintaining public safety	41%	45%	12%	2%	0%	0%
E	Providing youth with positive alternatives to gangs, drugs and crime	27%	42%	27%	3%	0%	0%
F	Providing fire protection services	38%	48%	13%	1%	0%	0%

Q3	For the same list of issues, I'd like to know how well you think the City, school districts and other groups are doing in addressing the community's needs.						
	Here is the (first/next) issue: _____. Are they doing an excellent, good, fair, poor, or very poor job in this area?						
	<i>Randomize</i>	Excellent	Good	Fair	Poor	Very Poor	Not sure
A	Managing traffic congestion	4%	36%	40%	15%	2%	2%
B	Providing a quality education in local schools	3%	27%	37%	19%	5%	8%
C	Maintaining local streets and roads	4%	42%	34%	15%	3%	2%
D	Maintaining public safety	5%	50%	32%	9%	2%	2%
E	Providing youth with positive alternatives to gangs, drugs and crime	2%	19%	38%	21%	5%	15%
F	Providing fire protection services	17%	57%	15%	4%	3%	5%

Section 3: Baseline Opinions

Next, I'd like to ask your opinion about ways to address some of these issues.

Split Sample. Only Sample A receives Q4 & Q5.

Q4	<p>If there were a proposal in the City of Sacramento to:</p> <ul style="list-style-type: none"> • Improve public safety • Reduce violent crime • And provide youth with positive alternatives to gangs, drugs and crime <p>By</p> <ul style="list-style-type: none"> • Hiring additional police and firefighters • Expanding neighborhood policing • Providing after-school activities, counseling, and gang prevention programs • Providing programs that prevent kids from skipping school and dropping-out • And providing tutoring, job training and work programs for at risk youth <p>Would you support or oppose the proposal? <i>Get answer, then ask:</i> Would that be definitely (support/oppose) or probably (support/oppose)?</p>																							
	1	Definitely support	43% <i>Skip to Q8</i>																					
	2	Probably support	29% <i>Skip to Q8</i>																					
	3	Probably oppose	7% <i>Ask Q5</i>																					
	4	Definitely oppose	9% <i>Ask Q5</i>																					
	98	Not sure	10% <i>Skip to Q8</i>																					
	99	Refused	1% <i>Skip to Q8</i>																					
	Q5 Is there a particular reason why you do not support the proposal I just described?																							
	<table border="1" style="width: 100%; border-collapse: collapse;"> <tbody> <tr><td style="padding: 2px;">Opposed to tax increases</td><td style="text-align: right; padding: 2px;">24%</td></tr> <tr><td style="padding: 2px;">Similar proposals failed in past</td><td style="text-align: right; padding: 2px;">11%</td></tr> <tr><td style="padding: 2px;">Poor budgeting, overspending</td><td style="text-align: right; padding: 2px;">9%</td></tr> <tr><td style="padding: 2px;">Parents' responsibility</td><td style="text-align: right; padding: 2px;">9%</td></tr> <tr><td style="padding: 2px;">Departments not performing well</td><td style="text-align: right; padding: 2px;">7%</td></tr> <tr><td style="padding: 2px;">Poor economy</td><td style="text-align: right; padding: 2px;">6%</td></tr> <tr><td style="padding: 2px;">Proposal too broad</td><td style="text-align: right; padding: 2px;">6%</td></tr> <tr><td style="padding: 2px;">Not sure / Refused</td><td style="text-align: right; padding: 2px;">6%</td></tr> <tr><td style="padding: 2px;">Measure not necessary</td><td style="text-align: right; padding: 2px;">4%</td></tr> <tr><td style="padding: 2px;">Do not trust government</td><td style="text-align: right; padding: 2px;">4%</td></tr> <tr><td style="padding: 2px;">Need more information</td><td style="text-align: right; padding: 2px;">4%</td></tr> </tbody> </table>			Opposed to tax increases	24%	Similar proposals failed in past	11%	Poor budgeting, overspending	9%	Parents' responsibility	9%	Departments not performing well	7%	Poor economy	6%	Proposal too broad	6%	Not sure / Refused	6%	Measure not necessary	4%	Do not trust government	4%	Need more information
Opposed to tax increases	24%																							
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Proposal too broad	6%																							
Not sure / Refused	6%																							
Measure not necessary	4%																							
Do not trust government	4%																							
Need more information	4%																							

<i>Sierra Health Foundation Community Priorities Survey</i> <i>July 2009</i>																	
<p>Split Sample. Only Sample B receives Q6 & Q7.</p>																	
Q6	<p>If there were a proposal in the City of Sacramento to:</p> <ul style="list-style-type: none"> • Improve high-school graduation rates • Increase the number of young people going to college • Provide youth with the jobs skills they need to succeed • And make Sacramento more attractive to employers and high-tech jobs <p>By providing</p> <ul style="list-style-type: none"> • Outreach and tutoring programs for students at risk of dropping-out • After-school activities, counseling and support services • Job training and work experience programs • Parent education • And proven violence-prevention programs <p>Would you support or oppose the proposal? <i>Get answer, then ask:</i> Would that be definitely (support/oppose) or probably (support/oppose)?</p>																
	1 2 3 4 98 99	Definitely support Probably support Probably oppose Definitely oppose Not sure Refused	51% 31% 7% 4% 8% 0%	<i>Skip to Q8</i> <i>Skip to Q8</i> <i>Ask Q7</i> <i>Ask Q7</i> <i>Skip to Q8</i> <i>Skip to Q8</i>													
Q7	<p>Is there a particular reason why you do not support the proposal I just described?</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 70%;">Opposed to tax increases</td> <td style="width: 30%; text-align: right;">19%</td> </tr> <tr> <td>Not sure / Refused</td> <td style="text-align: right;">16%</td> </tr> <tr> <td>Proposal too broad</td> <td style="text-align: right;">15%</td> </tr> <tr> <td>Poor economy</td> <td style="text-align: right;">14%</td> </tr> <tr> <td>Measure not necessary</td> <td style="text-align: right;">5%</td> </tr> <tr> <td>Similar proposals failed in past</td> <td style="text-align: right;">5%</td> </tr> <tr> <td>Need more information</td> <td style="text-align: right;">4%</td> </tr> </table>			Opposed to tax increases	19%	Not sure / Refused	16%	Proposal too broad	15%	Poor economy	14%	Measure not necessary	5%	Similar proposals failed in past	5%	Need more information	4%
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Need more information	4%																
<small>True North Research, Inc. © 2009</small> <small>Page 4</small>																	

Section 3: Tax Threshold

Q8	In order to fund the proposal we just discussed, some have suggested that the City establish a parcel tax that would apply to residential and commercial properties in the City.
	If you heard that your household would pay _____ per year for each property that you own in the City, would you support or oppose a parcel tax to fund the proposal we've been discussing? <i>Get answer, then ask:</i> Is that definitely (support/oppose) or probably (support/oppose)?

Read in sequence starting with the highest amount (A), then the next highest (B), and so on. If respondent says 'definitely yes', record 'definitely yes' for all LOWER dollar amounts and go to next section.

Proposal A

	Ask in Order	Definitely Support	Probably Support	Probably Oppose	Definitely Oppose	Not sure	Refused
A	59 dollars	35%	24%	9%	26%	6%	1%
B	49 dollars	40%	22%	9%	25%	4%	1%
C	39 dollars	46%	17%	7%	25%	3%	1%
D	29 dollars	50%	18%	6%	24%	2%	1%

Proposal B

	Ask in Order	Definitely Support	Probably Support	Probably Oppose	Definitely Oppose	Not sure	Refused
A	59 dollars	37%	24%	10%	21%	7%	1%
B	49 dollars	41%	23%	10%	20%	5%	1%
C	39 dollars	49%	17%	8%	20%	5%	1%
D	29 dollars	52%	18%	7%	19%	4%	1%

Section 5: Projects & Services

Q9	The proposal we've been discussing could involve a variety of projects and services in the City.
	If the proposal were funded, would you favor or oppose using some of the money to: _____, or do you not have an opinion? <i>Get answer, if favor or oppose, then ask:</i> Would that be strongly (favor/oppose) or somewhat (favor/oppose)?
	<i>Randomize</i>
A	Provide after-school, weekend and summer recreation programs so that kids have a safe place to go with supervised activities

Strongly Favor

Somewhat Favor

Somewhat Oppose

Strongly Oppose

No Opinion

Refused

B	Provide counseling, intervention, and educational programs that keep kids from joining gangs	59%	24%	4%	8%	5%	1%
C	Provide job skills, training and first-hand work experience for young people	66%	19%	5%	5%	5%	0%
D	Provide outreach and tutoring programs that keep kids from skipping school or dropping-out altogether	58%	25%	5%	7%	5%	0%
E	Provide funds to local community-based organizations that have proven track records for running successful after-school, skills development, and violence-prevention programs	48%	32%	6%	7%	8%	0%
F	Provide mental health counselors to at risk youth to prevent violent behavior	53%	25%	7%	6%	8%	0%
G	Open schools as community centers in the evenings to offer social services and academic support for youth and families	55%	27%	5%	7%	6%	0%

Split Sample. Only Sample A receives items H-L.

H	Hire additional police officers for neighborhood oriented policing	46%	23%	11%	11%	7%	1%
I	Hire additional fire fighters to improve fire protection services and emergency response	43%	23%	13%	13%	8%	1%
J	Increase the presence of law enforcement at local schools	37%	24%	13%	14%	12%	0%
K	Improve coordination between local schools, city, county and law enforcement agencies to better identify and track gang members	51%	25%	8%	7%	9%	0%
L	Hire juvenile probation officers to increase intervention programs	35%	32%	10%	12%	10%	1%

Split Sample. Only Sample B receives items M-P.

M	Provide after-school homework assistance and tutoring programs	59%	22%	4%	7%	7%	1%
N	Teach parents and other care givers how to become more effective and involved in their children's lives	55%	24%	7%	6%	7%	1%
O	Provide leadership development and community service opportunities for young people so they become involved in their communities	51%	32%	6%	5%	5%	1%
P	Provide support services to underprivileged youth so that all kids have an equal chance to succeed in school	59%	24%	3%	6%	7%	1%

Section 6: Positive Aspects

What I'd like to do now is tell you what some people are saying about the proposal we've been discussing.

Q10 On the positive side, some say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to SUPPORT the proposal?

	<i>Randomize</i>	Very convincing	Somewhat convincing	Not at all convincing	Do not believe	Not sure	Refused
A	There will be a clear system of accountability, including a Citizen's Oversight Committee and annual independent audits to ensure that the money is spent appropriately.	37%	39%	21%	2%	1%	1%
B	Every penny generated by the parcel tax will be spent here in the City of Sacramento. The money can not be taken away by the State or used for other purposes.	46%	31%	19%	1%	2%	0%
C	This proposal will protect our kids and give them positive alternatives to gangs, drugs and violence.	33%	44%	20%	1%	2%	0%
D	It costs taxpayers 170 thousand dollars per year to put a kid in juvenile detention or in prison. It is much less expensive to provide kids with the education and support services they need to avoid gangs and crime in the first place. This proposal will help save money and save lives.	52%	31%	15%	1%	1%	0%
E	This proposal is strongly supported by local schools, city council members, law enforcement, and community organizations that are concerned about youth and public safety.	34%	42%	21%	0%	2%	0%
F	This proposal will fund programs that are proven to reduce school drop-out rates and increase the number of young people who are prepared for the job market.	34%	46%	18%	1%	1%	0%

Split Sample. Only Sample A receives items G-H.

G	The City has been forced to cut hundreds of police and firefighter positions in the past two years, which has reduced the City's ability to investigate crime and respond to 9-1-1 emergencies. This proposal will help restore some of these positions.	39%	36%	22%	1%	2%	0%
H	Gang violence in Sacramento has increased by 75 percent in the last 20 years. This proposal will help stop this trend.	26%	38%	31%	2%	3%	0%

Split Sample. Only Sample B receives items I-J.

I	This proposal is a small price to pay to ensure that all kids get an education, can compete in the job market, and become productive members of our community. Investing in our youth will benefit our entire community.	48%	31%	19%	1%	1%	0%
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J	This proposal will improve our local economy by making Sacramento more attractive to employers and high-tech jobs.	27%	40%	30%	1%	2%	0%
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Section 7: Interim Measure of Opinion

Sometimes people change their mind about a proposal once they have more information about it. Now that you have heard a bit more about the proposal, let me ask you again:

Split Sample. Only Sample A receives Q11.

Q11	If there were a proposal in the City of Sacramento to: <ul style="list-style-type: none"> • Improve public safety • Reduce violent crime • And provide youth with positive alternatives to gangs, drugs and crime By <ul style="list-style-type: none"> • Hiring additional police and firefighters • Expanding neighborhood policing • Providing after-school activities, counseling, and gang prevention programs • Providing programs that prevent kids from skipping school and dropping-out • And providing tutoring, job training and work programs for at risk youth Would you support or oppose the proposal? <i>Get answer, then ask:</i> Would that be definitely (support/oppose) or probably (support/oppose)?	
	1	Definitely support
2	Probably support	27%
3	Probably oppose	6%
4	Definitely oppose	18%
98	Not sure	7%
99	Refused	0%

Split Sample. Only Sample B receives Q12.

Q12	If there were a proposal in the City of Sacramento to: <ul style="list-style-type: none"> • Improve high-school graduation rates • Increase the number of young people going to college • Provide youth with the jobs skills they need to succeed • And make Sacramento more attractive to employers and high-tech jobs By providing <ul style="list-style-type: none"> • Outreach and tutoring programs for students at risk of dropping-out • After-school activities, counseling and support services • Job training and work experience programs • Parent education • And proven violence-prevention programs Would you support or oppose the proposal? <i>Get answer, then ask:</i> Would that be definitely (support/oppose) or probably (support/oppose)?	
	1	Definitely support
2	Probably support	33%
3	Probably oppose	7%

4	Definitely oppose	10%
98	Not sure	4%
99	Refused	1%

Section 8: Negative Aspects

Q13 On the negative side, others say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to OPPOSE the proposal?

		Very convincing	Somewhat convincing	Not at all convincing	Do not believe	Not sure	Refused
	<i>Randomize</i>						
A	People are having a hard time making ends meet with the housing crisis, financial crisis, and the economy in recession. Now is NOT the time to be raising taxes.	38%	29%	31%	0%	1%	0%
B	The City government can't be trusted with an additional tax. They will mismanage the money or spend it on their own pet projects.	32%	33%	31%	0%	3%	0%
C	Experts say that raising taxes during a recession will hurt the economy even more.	29%	30%	39%	1%	2%	0%
D	The State of California just raised the sales tax by 1%. Creating an additional tax is not fair to taxpayers.	23%	31%	44%	0%	2%	1%

Split Sample. Only Sample A receives item E.

E	Taking a "get tough" law enforcement approach to the gang problem will not work. This proposal is treating the symptom, not the problem. If we want to solve the gang problem, we need to provide social programs that prevent kids from joining gangs in the first place.	28%	34%	34%	0%	4%	0%
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Split Sample. Only Sample B receives item F.

F	This proposal is a waste of money. The social programs it will fund have been tried many times before, and they don't work. If we want to deal with gangs, drugs and crime, we should start by having better law enforcement.	19%	23%	55%	1%	2%	0%
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Section 9: Final Measure of Opinion

Now that you have heard more about the proposal, let me ask you one more time:

Split Sample. Only Sample A receives Q14.

Q14	If there were a proposal in the City of Sacramento to:
	<ul style="list-style-type: none"> Improve public safety Reduce violent crime And provide youth with positive alternatives to gangs, drugs and crime <p>By</p> <ul style="list-style-type: none"> Hiring additional police and firefighters Expanding neighborhood policing Providing after-school activities, counseling, and gang prevention programs Providing programs that prevent kids from skipping school and dropping-out And providing tutoring, job training and work programs for at risk youth
	Would you support or oppose the proposal? <i>Get answer, then ask:</i> Would that be definitely (support/oppose) or probably (support/oppose)?

Q14	1	Definitely support	39%
	2	Probably support	28%
	3	Probably oppose	8%
	4	Definitely oppose	19%
	98	Not sure	6%
	99	Refused	0%

Split Sample. Only Sample B receives Q15.

Q15	If there were a proposal in the City of Sacramento to:
	<ul style="list-style-type: none"> Improve high-school graduation rates Increase the number of young people going to college Provide youth with the jobs skills they need to succeed And make Sacramento more attractive to employers and high-tech jobs <p>By providing</p> <ul style="list-style-type: none"> Outreach and tutoring programs for students at risk of dropping-out After-school activities, counseling and support services Job training and work experience programs Parent education And proven violence-prevention programs
	Would you support or oppose the proposal? <i>Get answer, then ask:</i> Would that be definitely (support/oppose) or probably (support/oppose)?

Q15	1	Definitely support	44%
	2	Probably support	32%
	3	Probably oppose	7%
	4	Definitely oppose	12%
	98	Not sure	3%
	99	Refused	1%

Section 10: Background & Demographics

Thank you so much for your participation. I have just a few background questions for statistical purposes.

D1 How long have you lived in the City of Sacramento?

1	Less than 5 years	5%
3	5 to 9 years	14%
4	10 to 14 years	10%
5	15 years or longer	70%
99	Refused	0%

D2 Do you own or rent your residence in the City?

1	Own	79%
2	Rent	18%
99	Refused	3%

D3 Which of the following best describes your current home?

1	Detached single family home	82%
2	Condominium	3%
3	Townhome	3%
4	Apartment	9%
5	Mobile home	1%
99	Refused	2%

D4 Do you have children under the age of 18 living with you?

1	Yes	27%
2	No	73%
99	Refused	0%

Q16 When you are _____ would you say that you feel very safe, reasonably safe, somewhat unsafe, or very unsafe?

		Very Safe	Reasonably Safe	Somewhat Unsafe	Very Unsafe	Not sure	Refused
A	Walking alone in your neighborhood during the day	62%	33%	4%	1%	0%	1%

B	Walking alone in your neighborhood after dark	33%	39%	17%	8%	2%	1%
C	Walking alone in business areas after dark	13%	43%	19%	14%	7%	4%

Those are all of the questions that I have for you. Thanks so much for participating in this important survey!

Post-Interview & Sample Items

S1	Gender					
	1	Male	45%			
	2	Female	55%			
S2	Party					
	1	Democrat	58%			
	2	Republican	24%			
	3	Other	4%			
	4	DTS	14%			
S3	Age on Voter File					
	1	18 to 29	9%			
	2	30 to 39	14%			
	3	40 to 49	18%			
	4	50 to 64	33%			
	5	65 or older	25%			
	99	Not Coded	1%			
S4	Registration Date					
	1	2009 to 2005	31%			
	2	2004 to 2001	22%			
	3	2000 to 1997	15%			
	4	1996 to 1990	13%			
	5	Before 1990	18%			
S5	Household Party Type					
	1	Single Dem	32%			
	2	Dual Dem	20%			
	3	Single Rep	9%			

	4	Dual Rep	9%
	5	Single Other	9%
	6	Dual Other	3%
	7	Dem & Rep	6%
	8	Dem & Other	7%
	9	Rep & Other	3%
	0	Mixed (Dem + Rep + Other)	1%
S6	ZIP Code		
	5-digit ZIP		Data on file
S7	Voting History		
	For last six elections		Data on file
S8	Likely to Vote by Mail		
	1	Yes	52%
	2	No	48%
S9	Likely June 2010 Voter		
	1	Yes	81%
	2	No	19%